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BROADCASTING

The Weekly Newsmag[illegible]e of Radio

Broadcast Adve[illegible]

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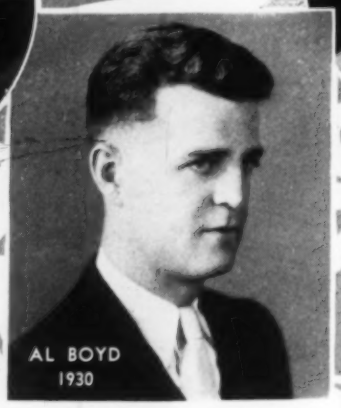

Advertisement number 3 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

YEARS AGO...

They Began Their Work Here

There's a bond of friendship between WLS personalities and the radio listeners of Midwest America, a friendship that has grown closer through the years. Through their long association with WLS, our people have learned to know what listeners like, what they want and need. That's why our program department is in charge of veterans.

Harold Safford, program director, has been with us 18 years, since 1926. Production Manager Al Boyd has been here 14 years, working up from sound effects in 1930. And Grace Cassidy, traffic manager, was working for WLS even before the station took the air in 1924!

This long-time friendship is not confined to the program executives; some talent has been with us for 15 and 20 years. Announcers, too. Even our engineering staff is made up mainly of 20-year veterans. No wonder, after this long, our staff understands what listeners like . . . knows how to influence them to act. That's why *WLS Gets Results!*

WLS

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50,000 WATTS
BLUE NETWORK

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FARMER
STATION

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CHICAGO 7

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The Blue is proud to present

George Hicks

in

A Program of His Own

BEGINNING TUESDAY, JULY 4,
EVERY TUESDAY & THURSDAY FROM 10:15 TO 10:30 P. M. EWT

WHAT THEY SAY OF HICKS

TIME: (June 19) "George Hicks, the Blue Network's tall, begoggled, modest London news chief . . . turned in the best recordings of them all."

NEWSWEEK: (June 19) ". . . the most realistic radio reporting yet to come out of the European war."

BEN GROSS—N. Y. DAILY NEWS (June 11) ". . . left dialers all over the country respecting his courage and calmness and grateful for the detailed picture he gave them."

VARIETY: (Headline of Hicks' story, in June 14 issue) "George Hicks of Blue Grabs Top D-Day Laurels."

FROM George Hicks, Blue Network correspondent with the Allied Invasion Forces, has come what Variety calls "the top job of documentary reportage" on the Invasion. Proof of this lies in "the hundreds of requests that have poured into the four networks asking for repeats of Hicks' eye-witness account" of the Invasion seen from the gun turret of a warship.

With the expiration of the "pool" arrangement which put him at the disposal of our contemporaries, George Hicks reverts to The Blue and we are proud to present him in *a program of his own.*

Those of you who have heard Hicks' broadcasts need no words from us to picture what may be expected. But we believe that this new series will prove to be one of the greatest dramatic and human-interest accounts of the post-D-Day story.

For further details check with

The Blue Network

THE MOST AUTHORIT

ORIGINATING IN

MAJO

Major
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Henry
E. S

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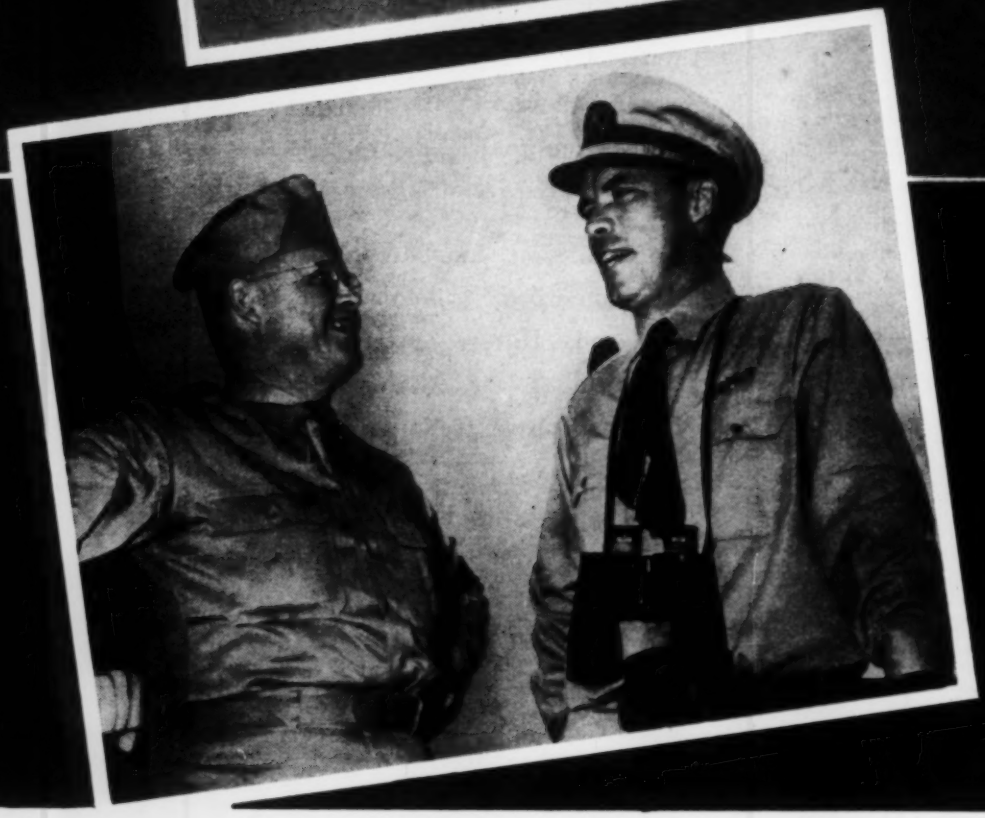


Major Clause
Dudley W. M
U. S. Submar
sinking a sc
six the

50,000 WA

TIVE NEWS PROGRAM

I (NCINNATI TODAY

...Walter B. Clausen

...lks over the air war
...s with Ensign George
...do plane pilot, and Lt.
...skey, fighter pilot ace.

...ajo...ter B. Clausen came to WCKY direct from the Pacific
...eaders of Admiral Chester Nimitz, and brought with him a
...sto...hirty-four years of war reporting for the Associated Press
and travel in the Pacific area.

...views Lt. Comdr.
...commander of the
...hoo," credited with
...convoy and some
...emy troops.

WCKY

THE *L. B. Wilson* STATION

CINCINNATI

...AS CBS—BASIC

WWL Advt.
Aug. 1941

Today—

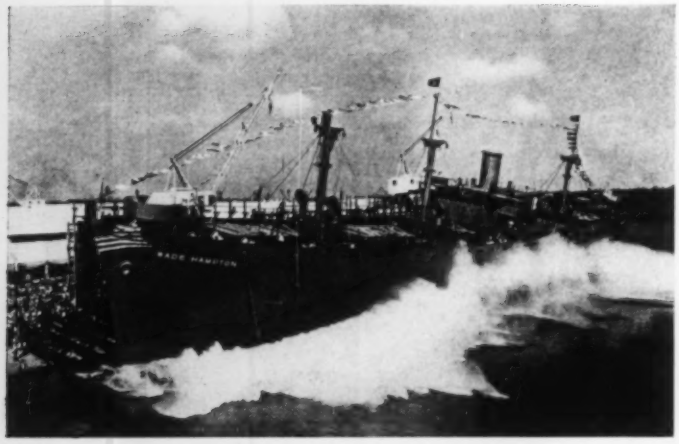
When You Think of

NEW ORLEANS

...You Think of well over

1,000,000 TONS of DELTA SHIPS

MADE IN NEW ORLEANS



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CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Here's The Way The Trend Is Going

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JUNE 1944 Over 1943

50%

INCREASE

YEAR 1943 Over 1942

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INCREASE

AUDIENCE INCREASE

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Mon. thru Fri.____8:00 to 12:00 AM. **82%**

Mon. thru Fri.____12:00 to 6:00 PM. **43%**

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WATTS

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"The Voice of Nashville"
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HENRY TRITSCHLER

President, Nelson Chesman Co., Chattanooga

Says—"We buy stations with an eye to their particular audiences—we *spot* our radio, and it pays!"

●And HOW it pays, Mr. Tritschler! You know (and we know) certain markets which respond like wildfire to types of programs that fall with dull thuds only a few hundred miles away. And *all* of us know that even on the biggest national shows, the ratings vary all over the chart in various markets.

●So what does that prove? It proves that the only way to get top efficiency from one's radio expenditures is to "buy stations with an eye to their particular audiences"—which is just to say *buy spot broadcasting!*

●We've got a lot of facts about the audiences of all the stations at the right. And sixteen *good* men whose principal job is to see that those facts prove as helpful as possible to every present and prospective user of spot broadcasting.

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WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
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KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
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BROADCASTING
and
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Vol. 27, No. 1 WASHINGTON, D. C., JULY 3, 1944 $5.00 A YEAR—15c A COPY

'Free Radio' Pledged by Dewey, Bricker

Industry to Play Major Part In Elections

By SOL TAISHOFF

CAST in the dual role of primary campaigning medium as well as an issue in the campaign, radio will figure as never before in the Presidential elections this year.

With the nomination in Chicago last week of the Dewey-Bricker ticket at the Republican National Convention, and the unanimous adoption by the GOP of a "free radio" plank in its platform, radio found itself catapulted into the national political scene. Both the Republican Presidential and Vice-Presidential candidates are pledged to the "free radio" plank which puts radio on a parity with the press.

'Air Battle' Seen

Both Dewey and Bricker will rely heavily on radio for their campaigning. With President Roosevelt predestined to the Democratic candidacy, a Presidential "battle of the wavelengths" is presaged. Mr. Roosevelt's acknowledged prowess as a radio campaigner has ensconced him as the No. 1 broadcast personality. But Mr. Dewey is regarded in radio circles as the most expert orator to carry the GOP banner since radio became a vote-getting factor just 20 years ago.

The Free Press and Radio plank adopted by the Convention last Tuesday by voice vote is stout and direct. While almost unrecognizable as compared to the plank espoused by the NAB, and which had been submitted to the Resolutions Committee, it nevertheless came out flatly against censorship and, more significantly, called for a "new radio law which will define, in clear and unmistakable language, the role of the FCC".

When the Democratic national convention is held in the same Chicago Stadium next month, it is expected that a "free radio" plank, offsetting that in the Republican platform, will be adopted. That happened four years ago, when both Conventions adopted resolutions in the same general vein.

More than cursory interest attaches to the specific mention in the GOP plank of need for a new radio law. This comes on the heels of the action of Sen. Wheeler (D-Mont.) in sounding the death knell for remedial radio legislation at this session of Congress. The bill he had drafted jointly with Sen. Wallace H. White Jr. (R-Me.), acting Senate Minority Leader, in many ways would have tightened Government regulation of radio, and ratified past regulatory acts which have been interpreted as threatening radio's freedom.

Intimidation Charged

Should a change in administration come, or should the Republicans organize either or both Houses of Congress, the new majority party then would be committed to rewriting the Radio Act of 1934. Having failed completely to get satisfaction in the Senate through the demise of the White-Wheeler Bill (S-814) many broadcasters now feel that radio itself should draft a proposed measure for House consideration as soon as possible.

All key speakers at the Republican convention vehemently denounced "New Deal bureaucracy" and arrogation of legislative and judicial powers by independent agencies. Gov. Earl Warren of California, temporary chairman, in the keynote address Monday night mentioned radio directly. Lashing out against "bureaucracy", he charged that the incumbents have "threatened our free press" and that "they have intimidated our radio". He promised the new "GOP administration" would "free the agencies of public information from domination of the Government".

Last Plank

The Free Press and Radio plank was the very last in the comprehensive GOP platform. Sen. Robert A. Taft of Ohio, chairman of the Resolutions Committee, himself was conversant with and is understood to have had much to do with its writing, along with Sens. Albert J. Hawkes of New Jersey and E. H. Moore of Oklahoma, both members of the Senate Interstate Commerce Committee, who participated actively in the hearings of the White-Wheeler Bill and who have repeatedly called for a revision of the Radio Act.

The suggested resolution, prepared by the Legislative Committee of NAB, which had been submitted to the Committee, did not tie in radio with the press. It read:

> In winning the war abroad, we must not lose it at home. Any attack on the fundamental freedom of the individual must be met and repelled. Today, the American people are in danger of being told by a Government agency what they may and may not hear over their radios. Freedom of speech by radio—freedom from Government interference—is in jeopardy.
>
> American broadcasting is the finest in the world. It has brought us the finest entertainment, the best news coverage and a full and fair presentation of public questions.
>
> We need a new radio law which will define, in clear and unmistakable language, the role of the FCC. It should not be allowed to refuse a radio station license because of its own special ideas of radio programming or business conduct. So long as a broadcaster complies with the necessary engineering standards and the general laws applicable to all business, no Commission should have the power to refuse him a license to operate a station because of differences of opinion as to what the people should be allowed to hear.

Gov. Dewey's appreciation of radio as a campaigning medium is reflected in the presence on his staff of Henry R. Turnbull, radio executive of Duane Jones, New York advertising agency. He worked with

(*Continued on page 68*)

PLANK IN GOP PLATFORM

FOLLOWING is the full text of the plank on "Free Press and Radio" adopted unanimously by the Republican National Convention in Chicago Tuesday, June 27:

Free Press and Radio—In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC.

All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

Vital facts must not be withheld.

We want no more Pearl Harbor reports.

HAS MIKE 'IT'

Free Radio—One Up, One to Go—*An Editorial*

A NEW start has been made on the rocky course toward remedial radio legislation. The Republican National Convention, by voice vote, adopted a press-radio plank with specific mention of the need for a new radio law, which will define "in clear and unmistakable language, the role of the FCC".

Dewey and Bricker, as the GOP nominees, are committed to that pledge. Gov. Bricker, in his pre-convention campaigning, has strongly urged legislation to supplant the antiquated 1934 Act which embodies, as to broadcasting, the terms of the original 1927 Radio Act. Gov. Dewey has made no recent statement directly applicable to the FCC, but has criticized the personnel and administration of independent agencies such as the Securities & Exchange Commission. The FCC is a first cousin.

Four years ago the two major political parties adopted "free radio" planks. Much has transpired in radio regulation since then. The Government grip has been tightened. But attempts to get legislation have been obstructed by the FCC itself and have all but boomeranged.

At the Republican convention the need for protective radio legislation promptly was recognized. A proposed NAB resolution dealing with radio was broadened to embrace freedom of the press. Therein the equality of these two primary media for dissemination of information was recognized. And the threat to their freedom in the current shape of things likewise was appreciated.

The GOP convention took cognizance of the splendid news job radio performed. Many of the delegates had an opportunity during the convention to talk to their folks back home by radio. Direct reports were transmitted over special facilities by individual stations supplementing network coverage of the national scene. No one who attended the convention could have overlooked radio's superb job.

The Democratic National Convention meets in Chicago July 19 to nominate its standard bearers. It too will be importuned to adopt a free radio plank. President Roosevelt repeatedly has plumped for radio "as free as the press". Everybody appears to be for it. But nothing is ever done about it.

We assume the Democratic convention will adopt a "free radio" plank. That would make it unanimous—again.

From that point on, irrespective of who wins in November, it will be up to broadcasters to see that the commitment is carried swiftly and surely to fruition. That requires planning and follow-through.

Radio Delivers Superb GOP Coverage

Stations Augment Net Broadcasts With Own Pickups

ANOTHER SUPERB job of news coverage, eclipsed only by the more dramatic European invasion handling, was achieved by radio last week in the Herculean task of airing the Republican National Convention in Chicago.

Plans developed by all networks and some 60 independent stations worked with hardly a mishap during the three-day convention that resulted in the nomination of the Dewey-Bricker ticket. Upwards of 300 radio reporters, technicians and officials covered the proceedings. Many independent stations used direct lines for localized or statewide coverage, leaving to the networks the national running story of the proceedings.

Coverage Most Complete

With the temperature hovering around 100 during the entire three-day session, conditions were not conducive to peak performance. Radio reporters, nevertheless, outdid themselves in spot coverage. The first two daytime sessions on Monday and Tuesday were drab, because of the cut-and-dried Dewey nomination. But the night sessions were before capacity audiences in the 21,000-seat stadium, and the Wednesday morning session, which brought the formal Dewey-Bricker nominations and balloting, found the steaming stadium jammed.

Radio and press coverage alike was the most complete in political convention annals. The feat will be duplicated when the Democratic National Convention convenes at the Chicago Stadium beginning July 19. All told, there were some 1300 representatives of radio, press, and newsreels present.

Radio was everywhere in prominence. Directly behind the speaker's platform were four microphones for each of the major networks. Top network commentators broadcast running accounts from these vantage points. Speakers were interviewed on the spot. War-developed handy-talkie high frequency sets were employed for floor pickups. Parabolic microphones picked up the convention atmosphere.

Overlooking the stadium back of the speaker's platform were the four sound-proof, air-conditioned booths of the networks from which Paul White (CBS), William F. Brooks and Carleton Smith (NBC); G. W. Johnstone (Blue), and Tom Slater and Frank Schreiber (MBS) directed network coverage.

Radio's accommodations were the best ever accorded. This drew some complaint from the press. Overall arrangements were handled by Wells (Ted) Church, radio director of the Republican National Committee, himself a practical broadcaster and producer. Radio reporters were serviced by D. Harold McGrath, superintendent of the Senate radio gallery, and his assistant, William Vaughan.

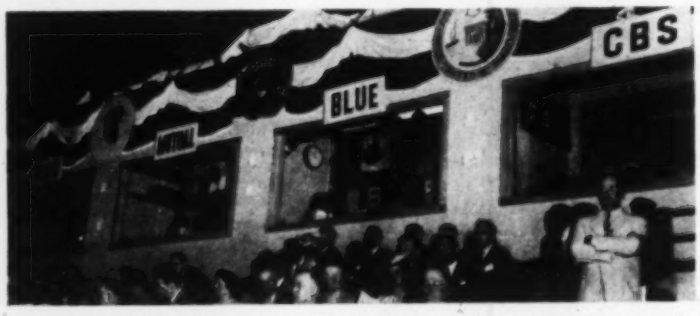
For other convention news see pages 28, 66, 68, 72, 73, 74.

Regular news broadcasts were handled simultaneously by the networks on prearranged schedules. Keynote speeches were scheduled to conform with network time clearances each evening. In addition, a half-dozen television cameras were in play, with the stadium klieglighted for the pickups. Film was rushed to the East and West Coasts by plane for telecasting.

Fed to Hookup

WNBT New York, NBC video station, fed its programs to WRGB Schenectady, GE station, and to WPTZ Philadelphia, Philco outlet (see story on page 28). Individual coverage by television was handled by WCBW New York, CBS station, and WABD New York, operated by the Allen B. DuMont Labs. W6XYZ Hollywood carried daily film transcriptions also.

In addition to the facilities at the stadium, a number of stations, along with the networks, maintained studios and and offices at the Stevens Hotel, Convention headquarters, for interviews and other special broadcasts. Aside from the networks, those individual stations having studios at the stadium were WLS Chicago; WLW-WSAI Cincinnati; Iowa Broadcasting Co.; WITH Baltimore; KSD St. Louis, and WOW Omaha. U. S. Recording Co., Washington, maintained transcription units at the stadium, as did several stations.



AIR-CONDITIONED broadcast booths used by the four major networks were located at the rear of the mezzanine of the Chicago Stadium and overlooking the speaker's platform and main floor. In addition to this arrangement, each network had direct pickups from the speaker's platform and the floor. Independent stations and regional networks were provided facilities in the basement for direct broadcasts, interviews, recordings. Studios also were maintained at the Stevens Hotel, downtown headquarters. Same facilities will be used for the Democratic Convention beginning July 19. Democratic sessions also will be in the Stadium.

Six-Station Tieup

Pattern for tailor-made political convention coverage was cut almost on an impromptu basis by WING Dayton, which originally planned to cover only its sister station, WIZE Springfield, but wound up with four other outlets. Programs on a thrice-daily schedule Monday through Thursday were fed to WKRC Cincinnati, WHK Cleveland, WKBN Youngstown and WCOL Columbus, in addition to WING and WIZE. Well-known Ohio personalities and national political figures were interviewed. Ronald B. Woodyard, executive vice-president and general manager of WING and WIZE, and Lin Mason, WING program director, conducted the series, which was sponsored by Coca Cola bottlers on a package basis.

Two other Ohio stations, WLW-WSAI Cincinnati, provided their respective listeners with six daily broadcasts, in addition to network coverage. Covering for the Crosley stations were Arthur Reilly, Jack Beall and George Gow, newscasters; James Cassidy, special events director; his assistant, Gordon Graham; Howard Chamberlain, WLW program director; William Barlow, publicity director; William Dowdell, editor-in-chief of the Crosley newsroom; E. K. Bauer, executive assistant to James D. Shouse, Crosley vice-president in charge of broadcasting. Ned

(*Continued on page 72*)

Getting Most Impressions Per Dollar

Analysis of New York Market Shows How Newspapers, Radio Compare

By CECILE L. ROBINSON

Robinson's Radio Reckoner

THE recent effort of the combined New York newspapers to study the effectiveness of local retail advertising in radio as compared to newspapers raises the question as to whether there is any basis for comparing two such dissimilar media.

Actually, of course, advertisers do make this comparison in a practical way whenever they buy space or time. Buying radio is a "vote" for radio—buying newspapers is a "vote for newspapers". Behind this choice lies the most important common denominator of all media—the ability to ring the cash register.

Two Major Differences

But there are other, less pragmatic ways of comparing the two media, once we clearly state the basic points of difference between them. These points of difference are many, but the two most significant ones, in my opinion, are:

(A) Newspaper advertising makes an impression on the eye—radio advertising makes an impression on the ear.

(B) Newspaper readership is largely determined by product interest; radio listening is determined largely by program interest.

These dissimilarities do not, however, rule out any meaningful comparisons between the two media. It is not possible to compare apples and oranges. But it is possible to compare apples and oranges in terms of some specific attribute—to say that apples deliver twice as many calories per dollar or that oranges deliver twice as many vitamin C units per dollar.

Therefore, I have chosen to make a brief survey of New York newspapers and radio with this one specific viewpoint—to determine the number of impressions-per-dollar which the advertiser who uses one-minute spots gets in New York, as compared with the number of readers-per-dollar obtained by the national advertiser using the two New York newspapers covered by the Clark syndicated readership reports.

In setting up my method, every step was taken to guarantee to newspapers the benefit of any procedural doubt. Five issues of the two New York newspapers were studied. The circulation of each paper was multiplied by the percent observation of each ad for men or women—whichever was higher—to give total readership. The cost of each ad was then determined, based on the published national line rate—and the number of readers was divided by the cost to show the number of readers-per-dollar. Every national ad was thus analyzed—a tedious and painful procedure, by the way.

How did newspapers get the benefit of the doubt by such a procedure? First, because we considered the readership of each ad to be the percentage figure for men or women, whichever was higher. This was a necessary assumption because some product ads are directed exclusively at one sex. But it certainly benefits the many ads which are directed at both sexes equally.

Second, because it is acknowledged that in readership studies, ads which have been appearing over a long period of time tend to have inflated "ratings", because the interviewee is unable to determine whether he saw the ad in question in that particular issue of the paper or perhaps last week, last month, or even last year. All the top-rating newspaper ads, on a cost-per-reader basis, were of this type.

The method used in analyzing the number of radio homes per dollar was the standard method used in Robinson's Radio Reckoner, and available to all subscribers. The coverage of a station is multiplied by the rating of a spot—then divided by the cost of a spot. Whereas long and tedious hours were required to calculate the cost data on newspaper ads, the entire radio operation took under an hour, with the use of Reckoner tables.

MRS. ROBINSON

It should be noted that in the figures which follow, newspaper readers are compared with radio families.

What does this comparison reveal? First, let us compare the medians:

	Number of observers per dollar
Newspapers	
Newspaper A	130
Newspaper B	125
	Number of radio homes per dollar
Radio	
Station A	1250
Station B	1045
Station C	915
Station D	700
Station E	550
Station F	545

Next, let us assume that the advertiser's ad is neither in the top 25% of effectiveness nor among the bottom 25%—but in the middle 50%. What is the range of probable performance?

	Number of observers per dollar	
Newspapers	*Between*	*And*
Newspaper A	190	75
Newspaper B	225	80
Radio		
Station A	1780	940
Station B	1630	740
Station C	1270	640
Station D	710	360
Station E	930	370
Station F	550	330

If an advertiser had top performance in each of these media, how many impacts per dollar would he make? Here is the data:

	Number of observers per dollar
Newspapers	
Newspaper A	860
Newspaper B	230
	Number of radio homes per dollar
Radio	
Station A	2720
Station B	2260
Station C	2300
Station D	1045
Station E	1095
Station F	1100

Next, let us examine the number of impacts per dollar if you have the least efficient ad in each of these media.

	Number of observers per dollar
Newspapers	
Newspaper A	25
Newspaper B	30
	Number of radio homes per dollar
Radio	
Station A	735
Station B	440
Station C	375
Station D	340
Station E	250
Station F	220

Finally, to make a fantastic comparison, let us suppose that an advertiser has his choice between the least effective spot on each of these New York stations, or a newspaper ad which would rank midway in the top 50% of newspaper ads. Here is how they would compare in terms of impacts per dollar.

	Number of observers per dollar
Newspapers	
Newspaper A	190
Newspaper B	225
	Number of radio homes per dollar
Radio	
Station A	735
Station B	440
Station C	375
Station D	340
Station E	250
Station F	220

These figures demonstrate conclusively that in terms of audience delivered per dollar, in the New York market, radio gives the advertiser a tremendously larger potential than newspapers.

Ad Size a Factor

The following notes should be kept in mind in evaluating this study: (1) Two network and four independent stations were included in this study. The NBC and CBS stations were omitted because they had an insufficient number of minute spots between the hours of 8 a.m. and 6 p.m. to provide a basis for generalization. (2) The Hooper ratings used as a basis for this study cover the same season as the newspaper readership reports.

Lest any exception be taken to comparing newspaper ads of varying sizes with one-minute spots, I think the following comments are pertinent:

(A) Size of newspaper ads has a relationship to the percent of observation of the ads.

(B) Few newspaper ads of any size are read for longer than a minute.

Finally, how much weight can be given to these figures? I must go back to my original illustration: We are not advising anybody to buy apples instead of oranges—we are merely analyzing the number of calories per dollar. If vitamins or flavor or some other factor are more important to you than calories, this comparison will have little significance.

In practice, it is necessary first of all to recognize the inflated nature of many newspaper reader-

(*Continued on page 64*)

SINCE the now-famous New York newspaper survey, which purportedly 'revealed' that the Gotham press has a 5-1 pull over broadcast advertising, both the Fourth Estate and radio have come forth with claims and counter-claims. In this article Cecile L. Robinson of Robinson's Radio Reckoner, New York, analyzes advertising results. One-time child movie actress, secretary, timebuyer, Mrs. Robinson at 27 heads her own organization. She doesn't compete with other radio research operations, but provides agencies and advertisers with tables for convenient cost-analysis of spot broadcasting, doing special market analysis on a cost-per-listener basis for stations taking Reckoner service.

Cowles Plans to Swap WMT for WOL

Would Give Midwestern Group Third Outlet In the East

ACQUISITION of a Washington outlet by the Cowles newspaper and radio interests, through a contemplated "swap" of the facilities and assets of WMT Cedar Rapids, Ia., and WOL Washington, was tentatively completed last week. The transaction, for which FCC approval shortly will be sought, does not result from the FCC's "duopoly" regulation.

The swap would give to the Cowles interests their third Eastern station. WHOM Jersey City and WCOP Boston, have been acquired for approximately $350,000 and $225,000 respectively, subject to FCC approval [BROADCASTING, May 22-June 5]. The WHOM purchase was from Joseph F. Lang and Paul Harron, and the Boston outlet from Arde Bulova, New York broadcaster and watch manufacturer.

Arrangements for the station exchange have been agreed to by Gardner Cowles Jr., president of Iowa Broadcasting Co., which owns WMT, and William B. Dolph, executive vice-president of American Broadcasting Co., which operates WOL. Mrs. Helen Mark is president and principal owner of WOL. Herbert M. Bingham, counsel for American Broadcasting Co., and Segal, Smith & Hennessey, counsel for Iowa Broadcasting Co., have handled the transaction, with the assistance of Alvord & Alvord, tax attorneys.

The parties have drawn a contract under which each will apply for the assignment of the station licensed to the other. Each company would sell the other its transmitter and studio equipment and related facilities at book value with certain items excluded. Iowa Broadcasting Co. would assign to American Broadcasting Co. all of these facilities in return for similar facilities of WOL.

T. A. M. Craven, who retired June 30 as a member of the FCC, becomes vice-president of Iowa Broadcasting Co., in charge of eastern activities and will supervise WOL's operation, along with WHOM and WCOP, when those stations are transferred. Jim Milloy, vice-president of *Look* and Washington executive for the Cowles' operations, will be identified with the policy direction of the eastern radio properties. Mr. Dolph, as executive vice-president of American Broadcasting Co., will assume direct supervision of WMT.

WMT, basic CBS and parttime MBS outlet, operates on 600 kc with 5,000 w fulltime. It also maintains studios in Waterloo, where the station originally was located. WOL, operating on 1260 kc with 1,000 w power, is an MBS outlet. Manager of WMT is William B. Quarton in Cedar Rapids. Don E. Inman is Waterloo manager.

The swap transaction is the second devised in recent weeks. An even-up exchange of KTBS Shreveport, La., sister station of KWKH, by John D. Ewing newspaper interests to a group headed by John C. McCormack, for KTHS Hot Springs, Ark., was completed in May [BROADCASTING, May 22]. This transaction, however, was a result of the FCC's "duopoly" rule.

TWIN CITIES COURT ORDER CONTINUES

RESTRAINING order issued by Judge Paul Guilford last month to prevent the Minneapolis Musicians Assn. from calling a meeting to vote on a strike in violation of a War Labor Board directive will continue in force until fall as the result of legal action planned over the weekend by KSTP St. Paul.

Judge Paul Carroll of Hennepin County, assigned the case when the union charged prejudice against Judge Guilford, granted the motion of the union to lift the order but granted the KSTP request for stay of proceedings until July 3.

KSTP attorneys were prepared to file an appeal Saturday before the State Supreme Court which will continue the injunction until fall when the court meets. It is expected that by that time the Chicago regional WLB will have decided the case.

It is understood that the station's action was taken to prevent a strike of the musicians while the case is pending.

WOV Transfer Set for Hearing July 6 By FCC; O'Dea Intervention Plea Denied

PETITION to transfer control of WOV New York by Arde Bulova and Harry D. Henshel to Murray and Meyer Mester, Brooklyn food product distributors, for $300,000 last week was set for hearing at 10 a.m. July 6 by the FCC. A petition by Richard E. O'Dea, minority stockholder, to intervene was denied last Wednesday.

In his petition filed June 17, Mr. O'Dea alleged he had an agreement with Messrs. Bulova and Henshel whereby control of the station, a foreign-language outlet, would not be sold until Mr. O'Dea had first opportunity to buy. When the proposed sale first came up in 1942 Mr. O'Dea waived his option but his petition contended that the orignal application to transfer control was dismissed and therefore his waiver became void.

WOV is licensed to the Wodaam Corp., of which Mr. Bulova owns 59.7% of the common stock and Mr. O'Dea owns 20%. Another 20% is held by the B.L.O.W. Corp., of which Mr. Henshel is sole owner.

To File Complaint

Also on July 6 Mr. O'Dea will file a complaint against Mr. Bulova and Milton Biow, advertising agency head and a stockholder in the Greater New York Corp., owner and operator of WNEW New York, of which Mr. Bulova is majority stockholder, in the New York Supreme Court, according to Charles B. McGroddy Jr. of Warren & McGroddy, attorneys for Mr. O'Dea.

Complaint arises out of the transaction slightly more than two years ago whereby Wodaam Corp. became owner and operator of WOV instead of WNEW, which was transferred to Greater New York Corp., former operator of WOV. Deal included a switch of frequency and power for the stations, WNEW becoming a fulltime station operating on 1130 kc with 10 kw power, while WOV took WNEW's former frequency of 1280 kc with 5 kw power and six-day operation, the frequency being operated on Sundays by WHBI Newark.

Mr. O'Dea holds 50% of the preferred stock and 20% of the common stock of Wodaam Corp. He is a director of the company and was its vice-president until June 22, when Harold Lafount, Bulova radio executive, was elected vice-president. Morris Zinneman, accountant of WOV, is president.

Declining to discuss details of the action until the complaint has been filed, Mr. McGroddy said that summonses had been served on Mr. Bulova and Mr. Biow on May 31, adding that this unusual procedure of serving summonses unaccompanied by a complaint was adopted as a result of information he had received that Mr. Bulova was planning to leave the country. The court allowed Mr. O'Dea until June 22 to file his complaint, subsequently extending the time until July 6, Mr. McGroddy said.

Mr. O'Dea, although an officer of WOV, had known nothing of this trip, Mr. McGroddy said, adding that the only information he has been able to obtain came from the printed report of hearings by the House Committee on the War Agencies Appropriations Bill for 1945. The report states that on April 22 Elmer Davis, director of OWI, testified that Mr. Bulova was not going abroad for the OWI, but "to represent a radio station which he owns, in an endeavor to get direct broadcasts from Naples in Italian back to New York over his station, or the same sort of broadcasts as CBS and NBC provide from Naples".

Mr. Davis said that the only connection the OWI had with the matter was to tell the Army, which would provide transportation, that "in our judgment it would serve a useful public information purpose if he were allowed to go to Italy".

Crosley Promotes Dunville and Park

Shouse Names Marshall Terry To Head New Division

PROMOTION of Robert E. Dunville, vice-president of the Crosley Corp., Cincinnati, and assistant general manager of WLW, to the post of general manager was announced last Friday by James D. Shouse, Crosley vice-president in charge of broadcasting. At the same time Mr. Shouse disclosed that Eldon Park of the WLW New York sales office, would be assistant general manager. He also announced appointment of Marshall Terry, former vice-president of the Trailer Co. of America, as head of a new division embracing sales promotion, public relations, merchandising and specialty sales.

The reorganization was revealed by Mr. Shouse at the semi-annual WLW sales conference at Crosley Square, home of WLW-WSAI. Mr. Dunville's appointment is to give Mr. Shouse an opportunity to devote more time to new developments planned by WLW for the postwar period.

Mr. Shouse

Mr. Dunville

Mr. Shouse joined the Crosley organization as vice-president and general manager of WLW-WSAI Nov. 15, 1937, after serving as general manager of KMOX. Mr. Dunville first was general manager of WSAI and subsequently became WLW sales manager, Crosley vice-president in charge of radio sales, and assistant general manager.

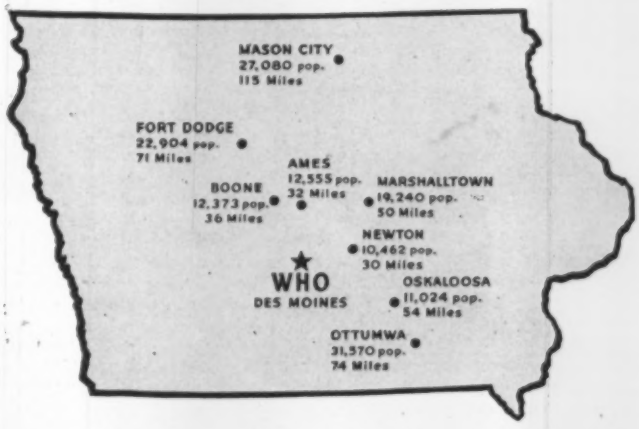
Mr. Park started with WLW in 1930 as a U. of Cincinnati cooperative student. He was night pbx operator and information clerk. When he was graduated in 1934 Mr. Park was named assistant program traffic manager and since then has held the posts of traffic manager, program coordinator, assistant sales manager and member of the New York sales office.

Mr. Terry resigned as vice-president of the Trailer Co. of America in charge of sales and public relations to accept the Crosley appointment. Previously he was sundries sales manager of Miller Rubber Co. Samuel White heads the WLW sales promotion department, succeeding Lt. (j.g.) M. F. (Chick) Allison, who left early this month for Navy duty in Washington. Roger Baker heads the public relations department and Lou Sargeant is chief of specialty sales. E. C. (Jimmy) Krautters directs

(*Continued on Page 70*)

REPORT NO. 2

ON STATION WHO'S HOOPERATINGS



At left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

To people who live in Iowa the fact that WHO has a larger audience than any other station or combination of stations in this State is well known. To you in distant cities, such leadership might seem improbable.

So we asked Hooper to survey eight "Outside Zone" cities, 30 to 115 airline miles from Des Moines. (*Six of which have local stations of their own.*) The comparison was to be—WHO versus other NBC stations, versus all CBS stations, versus all Blue and Mutual stations, versus "all others". The results are so spectacular as to make us glad that the figures came from a recognized authority such as Hooper. Take the morning hours, for instance—which, incidentally, give WHO the entire day's smallest margin of superiority!

8:00 A.M. - 12:00 Noon—*Monday thru Friday—Outside Zone*

Time	Share of Audience				
	WHO	OTHER NBC	ALL CBS	ALL BLUE - MBS	ALL OTHERS
8:00 - 9:00 A.M.	55.1	*	19.5	18.0	7.4
9:00 - 10:00	54.8	0.4	12.4	15.8	16.6
10:00 - 11:00	47.5	*	20.1	27.7	4.7
11:00 - 12:00	52.4	0.3	22.0	13.7	11.6
8:00 A.M. - 12:00 Noon	52.1	0.2	18.8	19.2	9.7

**No listeners found in sample.*

Please note that of the four morning hours surveyed, there is *only one in which WHO does not have a larger share of the audience than all the other network stations combined!* And even in this one hour WHO gets 47.5% of the audience, against 27.7% for all the outlets of Blue-Mutual!

This is conclusive evidence that regardless of what other networks or stations you use in this Outside Zone, you also need WHO in order to get adequate coverage.

Let us or Free & Peters send you a copy of the complete report. Ten minutes' study will give you a new idea of what WHO *means* in Iowa.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

More Information for Buyers Is Needed, Says Linnea Nelson

Hopes Standard System of Coverage Providing Current Data for Agencies Will Be Devised

A PLEA for more information—comparative and competitive—that will assist the advertiser and advertising agency in buying radio time and in comparing their expenditures and results with those of their competitors, was made by Linnea Nelson, head of the time-buying department of J. Walter Thompson Co., at the opening session of the meeting of the Advertising Clubs of New England, First District Advertising Federation of America, held June 25-27 at Swanscott, Mass.

Stating that there are many different coverage methods in use today, Miss Nelson cited the NAB current search for a standard system and expressed the hope that "before too many years we will be able to go to the files and take out dozens of station maps that are based on the same methods and the same total U. S. radio homes figures." Today stations use 1940 census figures or estimates based on set sales since 1940 casually and impartially, so the timebuyer has to check dozens of maps before a figure can be given to an advertiser, she said.

Competitors Won't Talk

"Another shortcoming of radio is the lack of competitive information," she continued. Although an advertiser is always interested in what his competitors are doing, she said, this information was almost impossible to find in radio's early days, and is still a fairly close secret, with not all networks releasing billing figures and with complete information on spot broadcasting impossible to obtain.

"Of course radio has its own reason for this," Miss Nelson said, "but it is much easier to get this kind of information regarding magazine and newspaper expenditures and when certain advertisers start looking at comparative reports it does not look too favorable for radio.

"My personal feeling is that radio is wrong in taking this attitude, because as long as that information is available for some media, it should be for all. An advertiser regards an advertising medium as strictly that—be it magazines, newspapers, outdoor, trade papers or radio. And if by today's records an advertiser sees that others are spending only a small percentage of their appropriations in radio, why should he do more? Of course, this can frequently work to the advantage of the big radio advertiser, but some day radio itself might be sorry that it hasn't tooted its own horn a little more."

Without this complete history of expenditures available, she stated, network sponsors have turned to program ratings for comparative data on their own and other programs, adding that 'today greater stress seems to be placed on these figures than ever before". Networks as well as advertisers are vying for high rating programs whenever any time becomes available, she said, moving programs around as if they are pieces on a checker board in an effort to gain and hold program popularity leadership.

Pointing out that the lead programs of a year ago are still the leaders today, and that everyone wants to own a leader, Miss Nelson said: "What most people in the advertising business don't want to adjust their thinking to is that the leaders did not start out by being leaders—they needed ears to build—they needed patient advertisers, agencies and production people. Many leading programs or stars did not become leaders during their first series, or even years on the air."

A problem of coincidental program ratings, she stated, is that they present ratings per minute of listening with no indication in the rating of the overall number of people reached by the program or of the difference between a quarter hour, half-hour and hour program with the same rating. "This is one point in which the Nielsen audimeter reports have a definite advantage," she said. "In addition to showing the percentage of listening per minute or average audience, they also show the total overall audience.

"My guess would be that on a 30-minute program your average audience per minute would be increased by more than 40% in order to equal your total audience figure. A rough average on 15 minute shows—including daytime serials—might show a total audience of more than 15% above the average audience per minute. And when you think of all the rising blood pressure that is involved with every tenth of a point rating drop, these percentages really mean something.

Trends shown by charting a program's ratings over a period of years are sometimes a better guide to what is happening to that program than the actual ratings, she said. If a program is charted by the different ratings, she explained, all graphed on one sheet, the figures will be different, with the Nielsen total audience and CAB recall higher, and the CAB and Hooper coincidental and Nielsen average audience lower and fairly comparable, but the trends will be much the same.

Each is valuable for what it shows," she declared, "yet none is completely conclusive, leaving us all still looking for the straw to grasp to show where we are going, how many people we are reaching, and how well we are doing the job. Today's ratings are not an indication of the total number of people who listen to a given program. There is an urgent need for the survey that will show total circulation nationally."

CHERNOFF ABROAD FOR W. VA. NET

Will Broadcast News of Home State Servicemen From European Theatre of Operations

FIRST independent broadcaster to be accredited as a war correspondent, Howard L. Chernoff, managing director of the West Virginia Network [BROADCASTING, June 5], left for the European theatre late last week. He will broadcast news of West Virginia servicemen throughout the British Isles, in France, "and on into Berlin, I hope", he said.

Carrying Messages

Equipped with a portable typewriter, a camera, and 2,500 names of West Virginia boys whose families and friends have especially requested that he contact, Mr. Chernoff will interview as many home state servicemen as possible. He plans to send back the messages by cable, regular mail and by transcriptions secured with the cooperation of the Signal Corps and the BBC. A picture of every man interviewed will be sent home to the parents.

Along with the names are hundreds of personal messages, such as "Tell Joe to write home. We haven't heard from his since he left." And he has a letter from a young wife describing a 5-month-old baby that its father has never seen. One mother gave him $25 for her son on his birthday, the 14th of August. Mr. Chernoff has promised to try and be with the boy on that date, and if that is not possible, to contact him by phone.

As a special service to West Virginia retailers, the correspondent plans a series of transcriptions telling how the war has affected leading British retailers, so that merchants can compare wartime shortages of stock, personnel, and similar problems.

There will be a daily transcribed broadcast sent to WCHS Charleston and fed to the other three stations of the network, along with a weekly live show every Sunday 6:05-6:15 p.m. broadcast direct from overseas. The trip is financed completely by the West Virginia Network. He will be gone for the maximum three months allowed under the Army accreditation procedure.

MR. CHERNOFF

Loused by Mouse

AT A CRUCIAL time in Herbert Hoover's address from the Republican convention Tuesday night, station WRC, NBC Washington outlet, suddenly went off the air. And for three minutes and 52 seconds, the station was unable to explain to inquiring listeners the cause of the silence. Finally, when calls to the transmitter house in Maryland were answered it was learned that a mouse had crawled into the rectifier tube, shorting the power supply. The engineer, busy locating and chasing out the mouse, reported the interruption when the power returned.

Funk Bros. Series

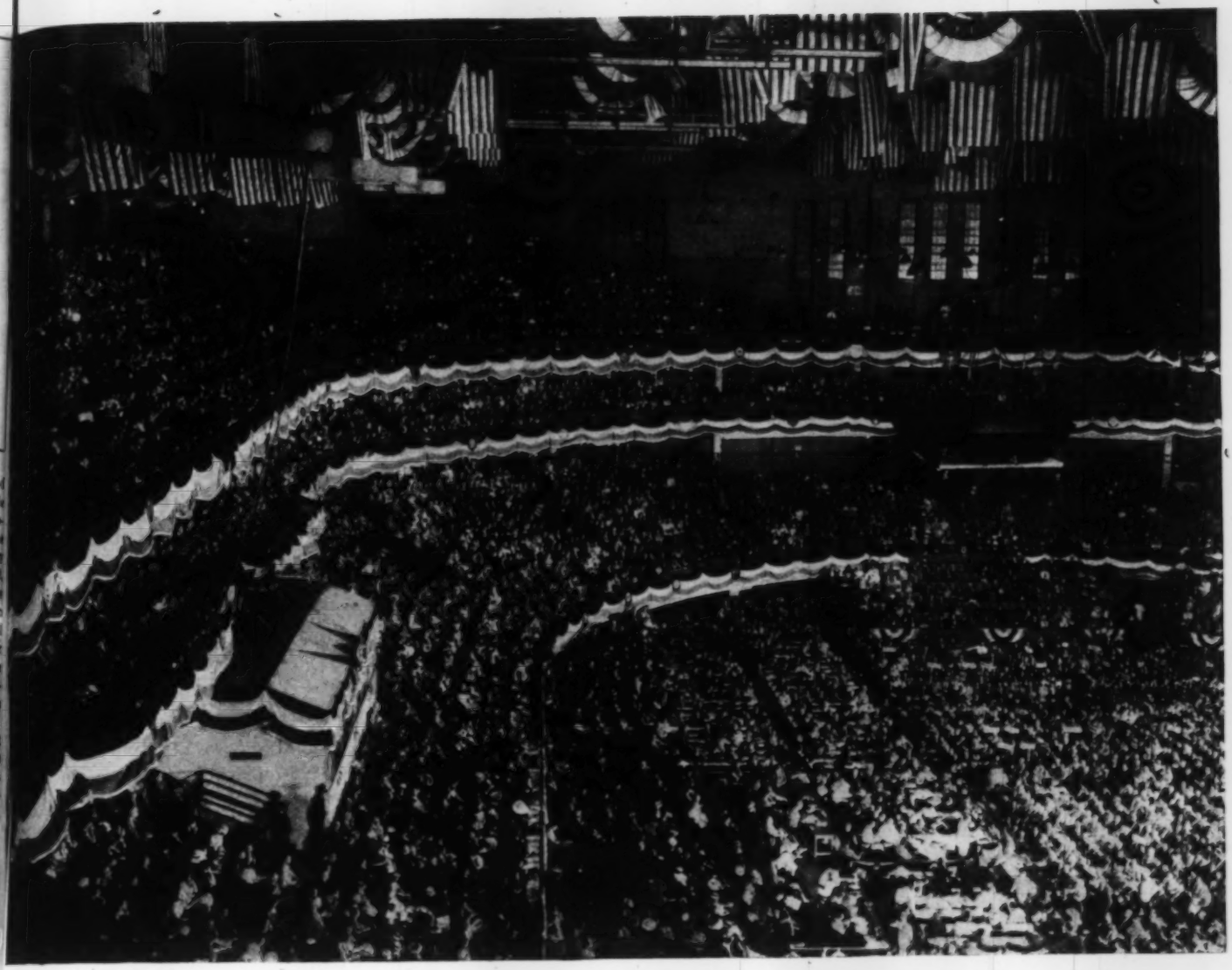
FUNK BROS. SEED Co. Bloomington, Ill. (hybrid seed corn), plans sponsorship of a series of quarter-hour transcribed programs on approximately 15 stations. Titled *The Ben Adams Family*, program has been transcribed for Funk Bros. by NBC Radio recording division and will run for 52 weeks beginning Aug. 1. Series was produced by Al Tiffany and Joe Rockhold. Agency is E. H. Brown, Chicago and Dick Crabb is account executive.

WENT to CBS

WENT Gloversville, New York, which went on the air for the first time July 1, simultaneously joined CBS as a special supplementary station, owned and operated with 250 w on 1340 kc by Sacandaga Broadcasting Corp., New York. CBS now has a total of 146 affiliates.

General Cigar Plans

GENERAL Cigar Co., New York, is lining up a half-hour variety program as a replacement for Henry Gladstone, heard on MBS Monday and Thursday, 10-10:15 p.m. Agency is J. Walter Thompson Co., New York.



MacFarlane gave Maryland the Convention news . . . *direct!*

In addition to its regular, extensive news coverage, W-I-T-H sent its famous news commentator — Ian Ross MacFarlane — to the Republican Convention. And for good reason.

Ian Ross MacFarlane told Maryland people about Maryland delegates and Maryland activities direct from the convention floor.

It is this constant thinking in terms of its own listeners that makes W-I-T-H "The People's Voice in Baltimore."

Ian Ross MacFarlane is heard four times a day on W-I-T-H. Because of his long European association he has an uncanny ability to call the turn on news events.

MacFarlane broadcasts exclusively for W-I-T-H.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

DETROIT PUBLIC LIBRARY

WCAE Gets Quick Action from WPB To Repair Antenna Damage in Tornado

AUTHORIZATION was granted by the WPB last week for materials to reconstruct the two 365-ft. towers of WCAE Pittsburgh, destroyed by a storm which swept southwestern Pennsylvania and West Virginia a fortnight ago. Station was off the air less than 12 hours until operation could be resumed with a make-shift antenna and with reduced power of 1,000 w under a temporary telegraphic grant by the FCC.

One of the towers was completely destroyed and an 80-ft. stump of the other was all that was left standing. The temporary antenna was strung from this stump to the transmitter house. Construction engineers reported last week that three-fourths of the portion of the tower still standing can be used in the reconstruction. The WPB authority releasing the necessary materials was granted within five hours after the request of Leonard Kapner, WCAE manager, reached Washington.

Temporary Towers

Arrangements also were completed last week with the Duquesne Light & Power Co. for use of two 100-ft. wooden towers as antenna structures, which were to be erected over the past weekend. Power would then be increased to 5,000 w day and 1.000 w night. WCAE normally operates fulltime with 5,000 w on 1250 kc. and is affiliated with Mutual.

WCAE Pittsburgh extended thanks to the four other stations in the city (KDKA KQV WJAS and WWSW) in appreciation for their courtesy when the WCAE transmitter towers were damaged. Courtesy announcements by the other four stations explained the non-operation to the public.

WBLK Clarksburg, W. Va., had a narrow escape when the storm hit within seven miles of its tower. Station manager George Blackwell and news commentator H. G. Rhawn started for Shinnston, W. Va. 12 miles away as soon as word of the disaster was received and returned to the Clarksburg studios to give eyewitness accounts of the scene.

Since some stations in northern West Virginia and southwestern Pennsylvania were off the air due to power and line failures, West Virginia State Police and Red Cross officials sent messages into the storm area throughout the night via WCHS Charleston, W. Va., which remained on the air all night.

Relief Work

In southwestern Pennsylvania, WJPA Washington was on a 24-hours-a-day basis, recruiting help and gathering news of the catastrophe. First news of the storm came to WJPA from the Pennsylvania State Police and from then on the station continued to cover the news and assist in relief operations. Station immediately made contact with the YMCA camp as soon as the camp was reported hit by the storm. When the campers were brought back to town, WJPA reported where they could be picked up by their families.

When program director Hunter Reams learned that the neighboring Pittsburgh station, WCAE, had been knocked off the air, he broadcast the information repeatedly, together with the news that WCAE would resume in the morning.

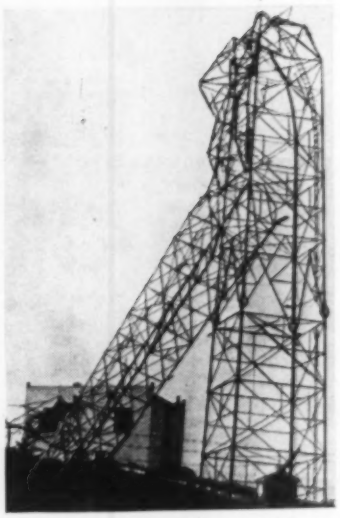
WMMN Fairmont, W. Va., whose transmitter and three towers are located on a high hill only 12 miles from the storm's path, was not touched, it was learned last week.

Forerunner of the storm in Pennsylvania and West Virginia was a tornado which hit eastern Nebraska on June 10 when roads and bridges were washed away. KORN Fremont was forced off the air, but resumed transmission 9 a.m. of June 11, broadcasting continuously until 9:30 p.m. June 14.

During the entire emergency KORN disregarded all commercial announcements. Three shortwave transmitters were put on the scene of the most serious spots, to bring reports to listeners. On June 15 the Red Cross requested a nurse for flood duty and 13 minutes after KORN put the request on the air, the appeal had been answered.

WSAU to CBS

WSAU Wausau, Wis., MBS station has become a CBS affiliate, it was announced last week. Operating with 250 w on 1400 kc, station is owned by Northern Brodacasting Co. Inc.



ANTENNA TOWER of WCAE Pittsburgh, stands twisted and broken following the storm which swept that area during the night of June 23. Other tower of the station was completely demolished.

Schutter Candy Renews

SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey) renews sponsorship July 22 of its quarter-hour starring Curt Massey program Saturdays, 4:45-5 and 5:40-5:45 p.m. CWT full NBC network, orignating out of Chicago. Contract is for 52 weeks, and agency is Schwimmer & Scott, Chicago, with W. J. McEdwards, NBC account executive.

Owens-Illinois Change

OWENS-ILLINOIS Glass Co. Toledo will discontinue on Aug. 1 *Broadway Matinee*, on CBS 4-4:25 p.m., and is said to be considering an evening half-hour program of semi-classical music for fall. Agency is J. Walter Thompson Co., New York.

KNEE HIGH in flood waters were these engineers of WEIM Fitchburg, Mass., when Baker Pond, close by the transmitter sight overflowed its banks resulting in the above houseboat effect. In their hip boots are Ted Kalin (left), chief engineer, and Paul McNally, while Bill Brailev is in the doorway in comparative safety, looking out at the desolation.

New Agency Setup As GE Names Two

Institutional Copy to BBDO; Maxon Handles Electronics

IN A REALIGNMENT of its advertising agency set-up, General Electric Co., Schenectady, last week announced two new appointments. BBDO New York, which has handled the GE lamp advertising on a cooperative basis with Foster & Davies, Cleveland, has also been placed in charge of the company's institutional advertising, which was formerly placed by Leighton & Nelson, Schenectady. This phase of the GE advertising covers advertising for the company as a whole, as contrasted with the four operating divisions. George Gouge is account executive.

Maxon Inc. has been appointed as agency for all advertising of the GE electronics division, effective Nov. 1. Previously Maxon had handled only the broadcasting, with N. W. Ayer & Sons placing the printed advertising for this branch of GE, which includes transmitters, tubes and receivers for AM, FM and television. Agency is establishing a branch office at 6 State St., Schenectady, to facilitate servicing this account.

New Appointments

Linwood G. Lessig, in RCA's tube division before joining Maxon earlier this year, and John Allen, who will join the agency about Aug. 1 also from RCA's tube division, will have charge of the Schenectady office, handling tube and transmitter advertising. Receiver and special products advertising will be handled from the GE Bridgeport plant by an executive who has not yet been appointed. New York executives on the account are George Harrison Phelps, vice-president and senior executive, and Dr. Lester F. Miles, technical director of Maxon.

General Electric appliance advertising continues to be handled by Young & Rubicam, New York. Newell-Emmett Co., New York, continues in charge of advertising for GE air conditioning equipment. Apparatus division advertising is handled direct for the most part, with an occasional agency appointment for special campaigns.

NBC Institute Meets

"RADIO will assume its rightful role in the pattern for peace by encouraging the interchange of ideas," Joseph A McDonald, assistant general counsel of NBC said last week at the opening session of the third annual NBC-Northwestern Summer Radio Institute in Chicago. At the meeting, Judith Waller, NBC director of public service, central division and codirector of the Institute, told that two scholarships will be awarded to the outstanding boy and girl student attending the 1944 Institute.

TO ALL OF THESE PEOPLE,

The Blue Network

GIVES CREDIT and THANKS

. . . for a great job and wholehearted cooperation which made possible our complete coverage of D-Day news.

IT is now history—how The Blue's newsroom sprang to action at the first invasion flash, at 12:40 AM EWT, Tuesday, June 6—and how, from that moment on, The Blue and its affiliated stations gave America the bulletin-by-bulletin story.

But we don't want to revert to that: what we want to do is to record our deep-felt thanks to all those who have helped us.

First of all, we want to pay tribute to our London staff: to George Hicks, whose stories have been among the most dramatic to come out of this gigantic military operation; and to Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom contributed their stories to the over-all picture.

We want to thank Walter Kiernan and Paul Nielson; William Hillman and Henry Taylor; Leland Stowe and Leon Decker who broadcast from New York not only the dispatches but their analyses and interpretations of fast-breaking events: our thanks also to David Wills, Baukhage, Martin Agronsky and Ray Henle from Washington.

We owe a debt of gratitude to UP and AP and INS; also to BBC. We are likewise grateful to the Navy and War Departments for their cooperation. And we wish to thank our contemporaries—NBC and CBS and MBS—for being together in the "Pool Broadcasts"—for permitting us to use much of their material and also for using those dramatic George Hicks broadcasts made from the gun turret of a U. S. warship.

We want to thank G. W. Johnstone and Thomas Velotta, director and assistant director of Blue News and Special Features, and our newsroom staff; also our engineers and all those behind-the-scenes people who worked without letup in order that the news might go through.

To our stations we want to express our thanks—not only for their cooperation but for the words of encouragement which they phoned and wired and wrote us.

And we want to thank our advertisers and agencies who have cooperated so willingly in allowing our people a free hand in scheduling programs for the best possible news coverage—even when it meant we had to cancel out their programs or change their formats or break into their broadcasts with bulletins and flashes.

If we have done a stand-out job (and legions of our friends have told us that we have) it has only been because we have had the cooperation and encouragement and devotion and understanding of all the people we have mentioned.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

Radio Asked to Renew Efforts To Help War Loan Over Lag

Gamble Requests Industry to Continue Extensive Activities; Smith Announces Disc Hiatus

"WHILE we have had the best co-operation yet in the support of the Fifth War Loan Drive for $16,000,000,000, it remains a vital challenge to broadcasters to continue with renewed efforts the radio promotion activities which will help to bring the Loan to a successful conclusion", Ted R. Gamble, national director of the Treasury War Finance Division, requested of the industry last week. Mr. Gamble stated that this continued effort was necessary not only to aid in pushing the Drive over the "stretch" or lag common to most all long campaigns, but also to focus into action the Bond-buying attitude of the American public which has been stimulated greatly by the news of the invasion activities and which "suprisingly thus far has not materialized to a very great extent". Nightly reports on the Drive are now being presented by Mr. Gamble over CBS during the 11-11:15 p.m. *News and Analysis* program featuring Quincy Howe and William L. Shirer.

Disc Hiatus

Robert J. Smith, chief of the WFD radio section, announced last week that recording activities for the Fifth Loan have been completed and that for the present time no further recorded Treasury material will be prepared, except for special songs such as the newly released Richard Rodgers and Oscar Hammerstein number, "Dear Friend", featuring Barry Wood on one side and Vivian DellaChiesa on the other and which can be used by stations on their regular musical programs. Fifth Loan Treasury recordings have included the sponsorable five-minute *Treasury Song for Today* series of 48 discs, and the quarter-hour *Treasury Salute* series of 24 programs; and also the special half-hour *Four for the Fifth* series featuring name Hollywood-radio talent and produced by Bill Robson and Arch Oboler. This latter series has replaced the former *Treasury Star Parade* during the present Campaign.

Wide Promotion

Home recording of the George Hicks transcription [BROADCASTING, June 12, 26] of D-Day activities off the coast of Normandy, presented by Washington, D. C. stations to the Treasury Dept., brought $100,000 in Bonds when it was auctioned on the evening of June 26 at the "Shot From the Sky" Army Air Force Exhibit on the Washington Monument Grounds. The home recording was prepared and donated by the U. S. Recording Co., Washington.

KOY Phoenix and the *Arizona Farmer*, both owned by Burridge D. Butler, are combining Fifth Loan promotion efforts in sponsoring an Independence Day fireworks display and celebration, admission to which will be through the purchase of Bonds. Westinghouse Radio Stations Inc. and the individual stations comprising the group—WBZ Boston, KDKA Pittsburgh, WOWO Ft. Wayne, KYW Philadelphia, have purchased a total of $800,000 worth of Treasury certificates as contribution toward "Backing the Attack".

On June 22 Mack Edwards, assistant program director of WSBA York, Pa., interviewed Authors Edna Ferber, Vincent McHugh, John Roy Carlson and Ogden Nash, currently on a Bond selling tour. Same day was also special Bond day in the WHYN Holyoke, Mass. area, with all-day activities climaxing in a special half-hour broadcast over that station and originating from the lobby of the Holyoke Savings Bank. Participants included returned war heroes.

The $12,000,000 Bond sales mark was passed for Ralph Edwards' *Truth or Consequences*, sponsored on NBC by Procter & Gamble for Duz, when the program originated from Boston on June 24. Star of the NBC *Grand Old Opry* show, Roy Acuff, and Cissy O'Brien, NBC vocalist, plus a troup of 17 WSM Nashville entertainers, conducted a three-day Fifth Loan Alabama tour to sell more than $750,000 in Bonds. Trip wound-up with a rally at the Montgomery, Ala. Crampton Bowl. A CBS Fifth Loan feature last week was a quarter-hour broadcast (June 27) presenting Mrs. Roosevelt, Mrs. Churchill and Mrs. Morgenthau, in addition to American and British women engaged in war industries.

KVOR Colorado Springs studio audience on the evening of June 22 bid against KVOR listeners in a $350,000 Bond auction which lasted from 7 p.m. to nearly 1 a.m. and included everything from a prewar girdle to a garden hose. War Bond show and auction sponsored by WHAS Louisville on June 21 netted more than $2,000,000 in pledges. The 3½ hour evening rally-broadcast, promoted extensively, featured local and state civic leaders in addition to armed service representatives and special remote features.

WBT Plan

Launching of the Fifth Loan in the Florida area was heralded by a special program carried over a state network of ten stations—WFOY WMBR WRUF WSPB WTAL WQAM WMFJ WDBO WJNO WDAE. Among those participating on the program were the Most Reverend Joseph P. Hurley, Bishop of the Diocese of St. Augustine, and Father Thomas J. McDonough, pastor of the historic Cathedral of St. Augustine.

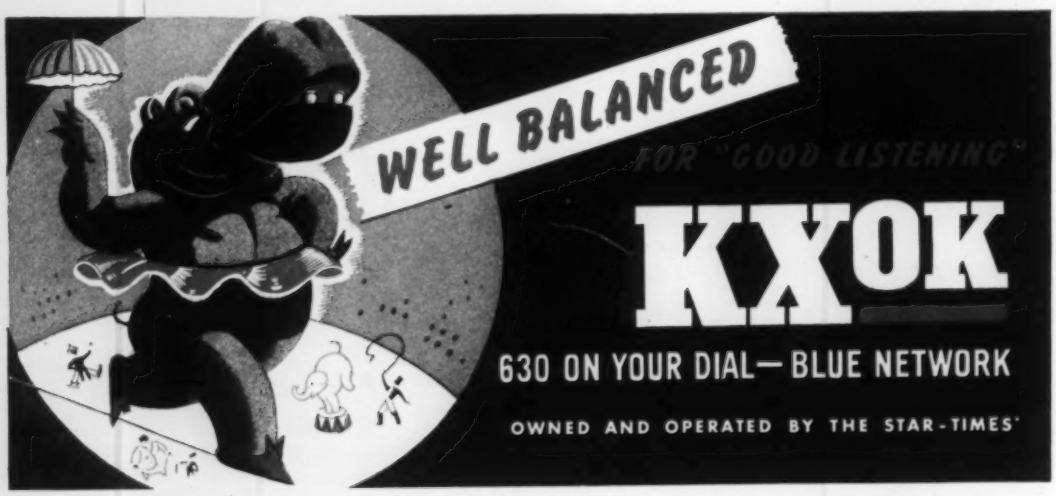
WBT Charlotte, N. C., again is allotting facilities to the local banks in Charlotte to put the Fifth Loan over in that area. A special Bond day is assigned to each bank, in which it attempts to outsell and top Bond records set by its competitors. Feature stars of the motion picture "The Hitler Gang" appeared in Oklahoma City as a feature of the KTOK Oklahoma City G-I program *Sing, Soldier, Sing*, now dedicated to the Fifth Loan. Broadcast originated from the Tinker Field Service Club before a soldier audience of 1200.

The KDKA Pittsburgh "Bondwagon", during its third tour around western Pennsylvania, set a new cash sales record June 17 at Connellsville when $158,400 in Bonds were sold. The four-hour program featured KDKA talent and personalities, who will continue their Bond trips throughout the summer, with a $3,000,000 goal in view, according to Joseph E. Baudino, KDKA manager.

During its regular programs on June 26 WNEW New York presented from an up-state convalescent center War Bond pleas from 15 Army Air Forces veterans as part of a special "Air Forces Bond Day." Listeners were able to tele-

WRGH Sells Bonds

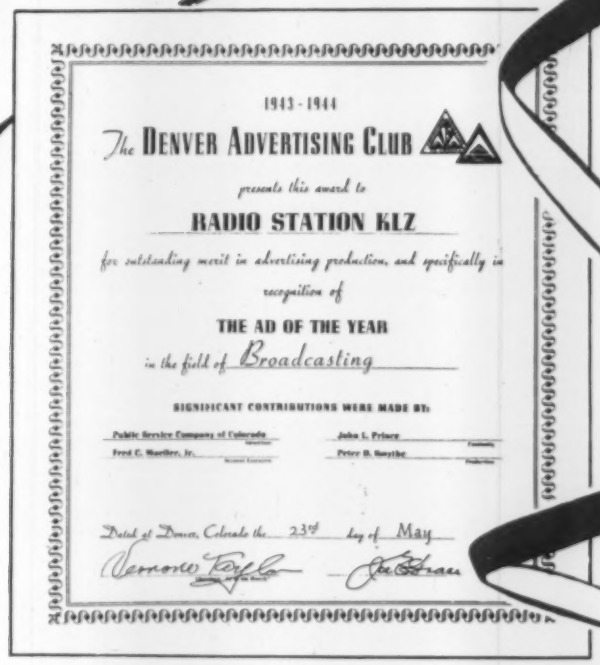
WRGH, the non-broadcasting "intra-mural" radio station of Walter Reed General Hospital, Washington, D. C., is including Fifth War Loan promotion in its daily programming for the wounded war veterans recuperating at the hospital. Treasury recorded programs and numerous live spot announcements are used frequently during the 8:15 a.m. to 4:30 p.m. schedule of music and entertainment originating from the hospital radio room, to pave the way for extensive direct contact Bond sales. Evening programming includes selected network shows requested by the veterans.



Currently appearing in high traffic areas throughout Metropolitan St. Louis (Mo.), this 24-sheet, another in KXOK's "animal series" of outdoor boards, effectively strikes a lighter note in advertising the station's call letter, spot-on-the-dial, Blue Network affiliation and KXOK programs.

These posters have set a style, a pace, a greater impact value . . . reflected in the 15 other types of local and national promotions that consistently sell KXOK to its advertisers and listeners.

CHARLES ROBERTS
KLZ Farm Service Director


1943-1944
The DENVER ADVERTISING CLUB
presents this award to
RADIO STATION KLZ
for outstanding merit in advertising production, and specifically in
recognition of
THE AD OF THE YEAR
in the field of Broadcasting
SIGNIFICANT CONTRIBUTIONS WERE MADE BY:
Public Service Company of Colorado
Fred C. Mueller, Jr.
John L. Prince
Peter B. Smythe
Dated at Denver, Colorado the 23rd day of May

JOHN PRINCE
KLZ Script Writer

FOR GOOD SCRIPT AND PRODUCTION

TWO significant awards have come to KLZ within recent months, both in recognition of KLZ's creative efforts in programming.

The "Ad of the Year in the Field of Broadcasting" selected by the Denver Advertising Club was one of a series of commercial dramatic shows originated and produced, from idea to the air, by members of KLZ's staff. Selected as the "Ad of the Year" after a year of monthly competitions, the award to KLZ was a signal home town honor.

National recognition came to KLZ with the awarding by Ohio State University's 14th Institute for Education by Radio of top honors for a KLZ Farm Service program entitled "'A' is for Beans". This was the second successive year that KLZ has won nationwide honor for program excellence.

1944
OHIO
INSTITUTE
AWARD
Agricultural
Broadcasts

Scripts for both award-winning programs were written by KLZ's John Prince. Production was under the direction of Pete Smythe. Charles Roberts, KLZ Farm Service director, gathered the material for the farm program and assisted in production.

These, of course, are only isolated instances of KLZ's over-all program excellence, but they serve to illustrate the continuous initiative and enterprise employed by KLZ to serve and to satisfy Colorado listeners. Its success in this latter respect is one of the reasons why KLZ also does the best job of delivering the Denver Market to advertisers.

KLZ

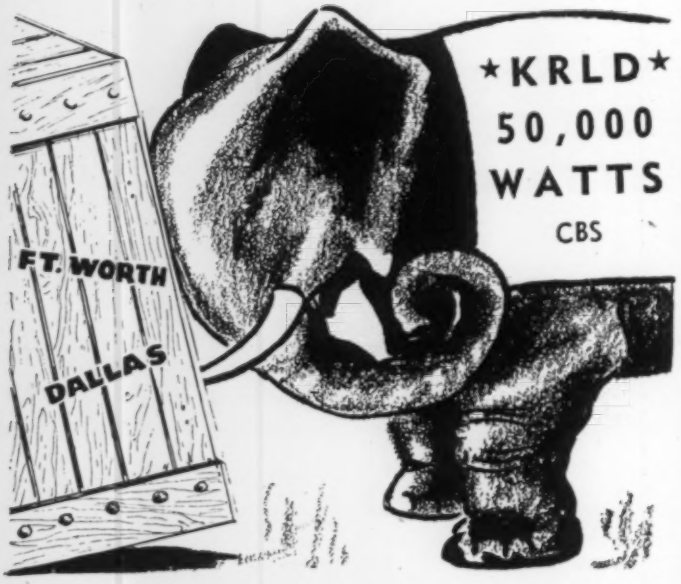
DENVER

CBS NETWORK 560 KC.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY

KRLD ★ 50,000 WATTS
Only High-Powered CBS
Outlet in North Texas



MOVES GOODS!

KRLD
DALLAS, TEXAS
The Times Herald Station
50 KW ★ 1080 KC.

Represented by THE BRANHAM COMPANY

phone their pledges to the heroes after each broadcast.

WPAT Patterson is broadcasting from its studios a series of "Bond Parties", given in honor of returned war heroes by war workers with the best Bond purchasing record. Bing Crosby's autographed pipe, Paul Whiteman's baton and other similar objects will be auctioned off to the highest bond bidders by Martin Block, record m.c. of WNEW New York, at an auction broadcast from a local theater on July 15. WHN New York supplies the giant war bond cash register in Times Square, New York, with the latest news flashes, which are read to the crowds, with proper credits, from a WHN mike set up on the entertainment platform.

More Net Features

As one of a series of 15 special broadcasts designed to stimulate Bond sales, the Blue Network on June 24 scheduled an hour long *Bonds Away* program featuring pick-ups from Pearl Harbor, London and various points in the United States. Included was an inter-racial theme play, a WAVES' chorus, messages from two Guadalcanal veterans from Valley Forge, and a talk by Ted Gamble. Entire broadcast of *Hoosier Hoop* on the Blue, July 1, was to be devoted to songs of World War I and World War II, tying in with the Fifth Loan.

From the Philadelphia Navy Yard, where 50,000 workers will observe the proceedings, NBC on July 4 will present a special program serving as Fourth of July celebration, and a salute from the Treasury Department to the Navy for Bond-selling efforts. Secretary of the Treasury Morgenthau and Secretary of the Navy Forrestal are to participate. To employes and their friends who purchase bonds through NBC, the network is offering a free recorded personal message, which may be mailed to any service man or woman in the United States. Network matches each War Bond purchase with a record, running 1½ minutes on each side.

To salute the Fifth War Loan, nine Southern California independent stations linked facilities in a one-broadcast network for a 60-minute variety program on June 21. Originating from KFWB Hollywood, show was fed to the stations through Radio Central, Los Angeles, and served as kick-off for a radio campaign the following day during which the stations competed for highest Bond sales total. Network stars including Bob Hope, Jerry Colonna, Sam Hayes, Spike Jones and his City Slickers, as well as talent from independent stations were featured. Show was produced by Don Otis, program director of KMPC Hollywood, with Art Baker as m.c. Station list for the one-broadcast network included KFAC KFWB KFVD KPAS KRKD KMTR KFOX KGER KMPC. Committee comprising Calvin J. Smith, Robert O. Reynolds, Kenneth O. Tinkham and Bill Ray collaborated with Joe Alvin, Los Angeles Fifth Loan radio director, Treasury Dept., on arrangements.

SKY VISITOR on the WLW Cincinnati Everybody's Farm was Col. H. F. Gregory who made a verical landing and ascent in this helicopter. The event was broadcast by Gordon Graham (in plane) of the WLW special events department. Col. Gregory is from the materiel command at Wright Field.

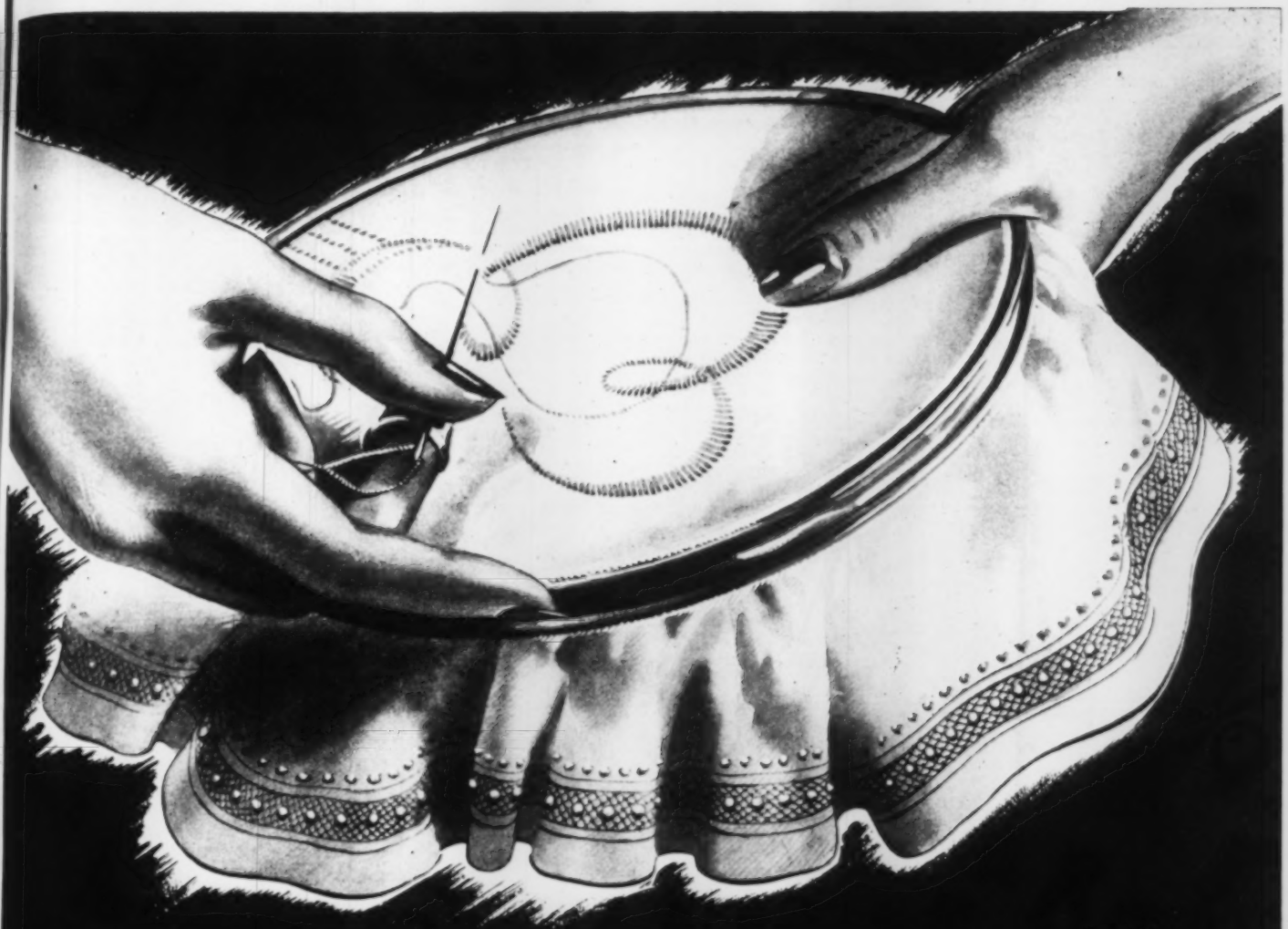
WMAQ Chicago scored its largest Bond purchase June 15 when William Loftis, Chicago district manager of Bond Stores Inc., Chicago, bought $400,000 in bonds. Accepted in behalf of the station by Jules Herbuveaux, program manager for NBC central division, purchase was made on the *Elizabeth Hart Presents* program.

WOR New York continues to help local communities raise their quotas by staging broadcast and non-broadcast War Bond rallies in conjunction with local war finance committees. Performance in Manhasset brought $1,368,800 in sales, more than two thirds over the town's top quota. Broadcast of *Pick & Pat Time*, MBS network program was the feature of a similar two-hour show put on by WOR in another community June 27, promoted by the distribution of 35,000 promotion folders.

WAVE Discs on 450

SERIES of 14 quarter-hour transcriptions promoting a WAVE recruiting campaign are expected to be broadcast on about 450 stations, starting July 15. Plan is for 3 broadcasts weekly, completing the series in approximately a month. Columbia Recording Corp. and NBC Radio Recording Division made the discs, which are to be distributed to stations by the Navy recruiting offices in each district. Titled *Something for the Girls*, series features radio, stage and screen stars in variety programs, including a recruiting talk. Series was approved by the AFM, AFRA and the OWI, all cooperating with the Navy.

THREATENING to paralyze radio communications in Brazil, the current shortage of radio tubes in that South American country also accounts for price increases ranging from 500 to 700% since 1940, it was reported last week by the Dept. of Commerce. Demand was adequately met until the first of this year with stocks built up in 1941 and 1942. Only 144,443 tubes were used in assembly and replacement in 1943 as compared with 308,000 the previous year.



What's EMBROIDERY *got to do with making* RADIOS?

Both fine needlework and the delicate tasks of assembling quality electronic fighting equipment are natural for the supple hands of women, who compose 75 per cent of Detrola Radio workers. After Victory their skill and trained fingers will build highest quality radio and television for the American home. ***Speed Victory — Buy War Bonds.***

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN dr PRESIDENT

ADVERTISING and promotion department of NBC has released the story of *The Army Hour* program in the form of a 64-page booklet, bearing on the cover the seal of the United States embossed in gold, flanked by the letters "G. I." Foreword features statement by Maj. Gen. Alexander D. Surles, director of public relations of the War Dept. Tracing the history of the Sunday half-hour feature from April 1942 to October 1943, the booklet covers the intensive work involved in producing the show, brief descriptions of some of the outstanding programs, and a list of the foreign and domestic military centers from which the series has been heard. Text is supplemented with photographs, many of them made especially for the booklet in cooperation with the Army.

Merchandising & Promotion

MBS Invasion Kit—WTOP Novel Publicity
KMBC House Organ—KBUR Newsletter

MBS Invasion Kit

TWO MONTHS prior to D-Day MBS had delivered to each of its 222 stations a kit containing 270 promotional items, ranging from air announcements and publication ads to map displays and movie trailers. When D-Day arrived, MBS stations throughout the country were ready to promote MBS as the "network for news". Accompanying the kit was an inter-office promotion piece in brochure form pointing out to member stations that MBS has the "greatest roster of news aces and more regularly scheduled newscasts that any other network."

WTOP Promotion

PROMOTION folder released by WTOP, CBS outlet in Washington, ties-in a novel publicity angle for its well-konwn sports commentator Arch McDonald with a portion reprint of a story from the sports page of the *Washington Post* to the effect that Arch McDonald (a race horse named after the commentator), scored at the Charles Town, W. Va. track. Gag pictures of both man and horse are tagged respectively with "Arch of station WTOP" and "Arch of Charles Town". Copy for the bulletin-type folder runs accordingly.

Coffee Promotion

TO STEP UP summer coffee sales, the Owens-Illinois Glass Co. has extended from seven to twelve weeks its national daytime *Broadway Matinee*, promoting glassed vacuum packed coffee, on 124 CBS stations. The Pan American Coffee Assn. as well as the merchandising and promotion departments of the CBS stations are cooperating in the drive. Owens-Illinois Glass Co. hopes to expand the postwar use of glass containers for vacuum packed coffee.

* * *

Quiz Kids Brochure

QUIZ KIDS, sponsored by Miles Labs., on the Blue Network for One-A-Day Brand Vitamins, are featured in a brochure released by the Blue Network. Booklet entitled "Six Kids and the War" shows a photograph with a brief history of each of the Quiz Kids with pictures taken on a recent war bond tour. In the course of 19 months they visited 13 cities and sold nearly $36,000,000 in war bonds, the booklet states.

* * *

KMOX Brochure

BROCHURE in black, white and tan has been issued by KMOX to back up the claim that it is the only St. Louis station that has "most of the audience, most of the time," based on a five-month survey of local listening habits by C. E. Hooper Inc. (fall-winter, 1943-44). Included are comparative reports to show that listener preference for KMOX is not confined to any single segment of the day.

* * *

KMBC House Organ

HOUSE ORGAN whose purpose is to "give news and information about programs of an educational and cultural nature which will enable listeners to make the best possible use of their radios" is now being published monthly during the school year by KMBC Kansas City and titled *Listening Post*. Four-page paper now circulates among 5,000 Kansas City educators, teachers and parents.

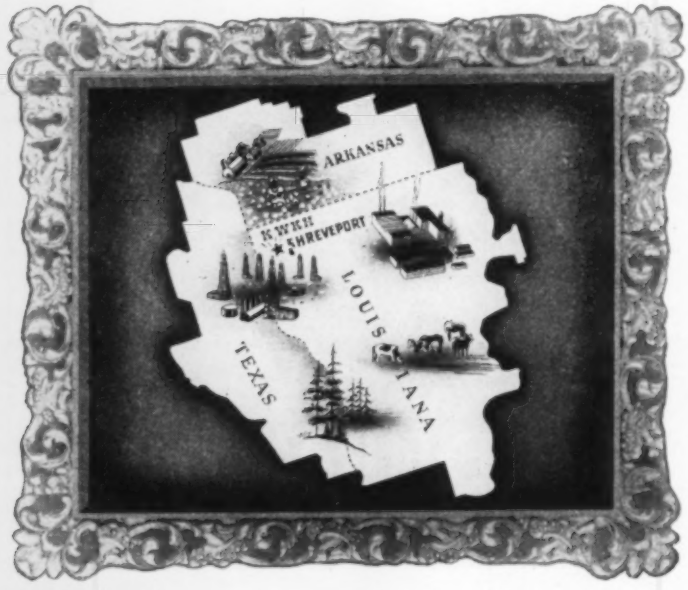
* * *

KBUR Newsletter

NEWSLETTER mailing piece to inform farmers of news of special interest is regularly being sent out by KBUR Burlington, Ia.

Rail Radio Succeeds

FIRST tests are proving that the two way radio communication between the yardmaster's office and switch engines of the Chicago, Rock Island & Pacific Railway Co. freight yards at Blue Island, Ill., started June 5 [BROADCASTING, June 5], is a success according to railroad officials. "Radio is proving of great practical value in expediting the making up and dispatching of trains," George W. Raney, general manager of the road, said. "The new radio system saves a great deal of time in getting orders to the engineer and switching crew." Messages are sent and received on a static-free system through loudspeaker and mikes located in the yardmaster's office and in the cabs of the diesel-powered switch engines. The antenna, a 90-foot tower, has been built in the middle of the yards.



PORTRAIT OF A
Diversified MARKET

In this rich East Texas-North Louisiana-South Arkansas area, sources of income are widely diversified. The steady production of oil and natural gas, a flourishing lumber industry, agricultural growth and increased livestock production, are all factors that contribute to this prosperous market . . . providing a steady, uninterrupted flow of wealth that spells added sales to alert advertisers—and KWKH is its No. 1 salesman. For further details, contact KWKH directly, or . . . ask a Branham Man!

KWKH
50,000 WATTS
CBS
A Shreveport Times Station — Represented by the Branham Co.
THE *SELLING* POWER IN THE *BUYING* MARKET

ATTENTION

all you advertisers who use daytime radio in New York...

THERE ARE APPROXIMATELY 1,000,000 WOMEN WHO PROBABLY NEVER HEAR YOUR SHOWS!

QUITE RECENTLY WOR became more than normally nosey about women who work. Said we to ourselves, said we: What of the girls who punch the Underwoods, and pacify bosses, and weld plane parts, and — well, just plain w-o-r-k in Greater-New York daytime? Do *they* hear what's on the air from 8:00 am to 5:00 pm? Dear, dear . . .

No sooner was the thought encountered, than a question was posed, worded, placed in the hands of Crossley, Inc.

Up to the doors of 3,792 homes in Greater-New York, Westchester and New Jersey went Crossley's personal interviewers. And always the question asked was this:

"How many women above 18 years of age, now living at home, are regularly employed away from home during the day?"

Eventually WOR was told that . . .

38.5% OF NEW YORK'S HOMES WITH RADIOS HAVE ONE OR MORE WOMEN REGULARLY EMPLOYED AWAY FROM HOME DURING THE DAY.

This, Gentlemen, we think, makes a point. And we will not belabor the obvious by shouting too loudly. But . . .

. . . . 1,000,000 is rather a lot of women, and they buy cereals and cosmetics and clothes and lots of other things that people live by, for, and with.

WOR would like to discuss this point further with advertisers who are now using New York radio daytime. WOR, in fact, would like to show how easily and economically some of its early morning, evening, and Saturday and Sunday plus-program buys could profitably introduce you to this monied million.

Our address is 1440 Broadway, in New York. We answer promptly when called at PE 6-8600.

that power-full station **WOR**

Radio Drive Moves the Eggscess

Listener Appeals Help Find Market for 1400 Carloads

THIS is the success story of all success stories.

It involves 1400 carloads of eggs. That's a lot of eggs—25 million dozen to be exact, or enough omelets for every man, woman and child in America, with another 40 million left over for extra helpings.

It happened like this: One Saturday, three weeks ago, the Office of Program Coordination of the OWI received a distress call from the War Food Administration. They called up "in an awful sweat", an OPC official related, saying they had 1400 carloads of eggs that had to be moved fast or they'd spoil, with tremendous economic loss of an important food, let alone a terrible stench.

Hens Overdid It

A combination of factors had produced the huge stockpile. First, there has been an enormous increase in egg production, stimulated by farmers building up their flocks for war needs and greater "lay per bird". It seems the American hens have gone "all out" for Victory. Second, favorable weather had further raised the output. Third, the storage situation was tight, with more eggs in storage than ever before in history due in part to WFA buying up 6 million crates for price support. Fourth, the egg crate situation was critical, with war needs aggravating the shortage of fibre for egg cases. Nearly a million wood or fibre containers were tied up in those 1400 carloads.

Time was of the essence. There was only one place to store those eggs, until they could be used. That was in the refrigerators of the nation's homes. With that as a preface, the OWI went to work.

It was a job made to order for radio and OWI knew it. The OPC prepared a fact sheet which was telegraphed by the Radio Bureau to 25 network programs selected to reach the largest possible number of homemakers. Sponsors of these shows were asked to carry the message in whatever way they deemed best—through announcer, commentator or actor.

Prepared announcements of 35 words and 100 words were also telegraphed to regional station relations offices for transmission to stations. Every station in the country was furnished with one of the spots.

In addition, the WFA and the Dept. of Agriculture sent out supplementary data for the campaign to women's programs, radio farm directors, and extension editors, and also carried messages on government-produced programs.

Kate on the Job

Radio's response to the emergency requests was immediate and wholehearted. A barrage of appeals went out over the airwaves. Such commentators as Lowell Thomas and Leon Henderson made earnest exhortations to their large audiences. Kate Smith gave new egg recipes.

In New England, where WFA had routed a good proportion of the egg cargo, the Yankee Network extended its facilities to urge listeners to gobble up the arriving shipments. From Dallas, where 90-second spots went to all stations in seven southwestern states, the WFA regional office advised that the campaign probably reached every housewife in the region.

The OWI Atlanta office arranged for announcements on more than 350 Army and Navy shows in the southeast. In Chicago, the drive was spearheaded by WENR WGN and WBBM.

Alfred McCann's *Pure Food Hour* on WOR and *Mystery Chef* on the Blue made special appeals to housewives to "store an extra dozen". Announcements were carried on the *National Farm & Home Hour, Country Journal, Fashions in Rations.*

Preceding the emergency appeals was a campaign which had been conducted for several months by WFA to Eat More Eggs, stressing the abundance, relative low cost and value of the food as a substitute for less plentiful foods. In this campaign, radio did a "softening up" job which prepared housewives for the "extra dozen" emergency drive.

"Never Have So Many . . ."

Now for the results: within one week after OWI sent out its telegrams to stations and sponsors 19 of the 25 million dozen eggs were sold. In another three or four days the whole 1400 carloads were bought up!

No one claims that radio did the whole job. The newspapers contributed, through news coverage and editorial appeals. The trade contributed, by purchasing millions of dozens of eggs and pushing sales by newspaper and store display advertising.

But even the most conservative government officials believe that radio did the big part of the job. And some, who were especially enthusiastic over the success of the campaign, think that radio accounted for 80 to 90% of the results.

There's no way of telling but everyone agrees that never in history has radio sold so many eggs in so short a time.

Gene's WEAN

IN DARKEST Africa, station WEAN JR. sends out emergency calls and "courtesy announcements" playing up different special service shows for the boys overseas. Sender is Cpl. Gene Bourgoin, former Rhode Island athlete who helped Warren Walden cover sports for WEAN Providence a year ago. Gene's African local is part of the U. S. North Africa radio network, according to a V-mail letter from Sgt. Larry Reynolds to Warren Walden last week. On the door outside the studio Gene has the call letters, WEAN JR. and to the right he notes WEAN JR.'s parents, the YANKEE NETWORK, in bold capital letters on another large placard.

HEALTHY RESPONSE to the morning exercise charts, offered in the same manner for four years by *Patty Jean's Health Club* on KUTA Salt Lake City still astonishes these interested persons. The *Health Club*, transcribed, is aired at 9:45 a.m. Monday through Friday, sponsored by Fisher Baking Co., Salt Lake City. Checking mail are (l to r, standing): W. E. Featherstone of Salt Lake City agency bearing his name; George Wood, president, Utah Retail Grocers Assn., and Jack Burnett, KUTA commercial manager. Seated: Donald Fisher, president, Fisher Baking Co., now in the Navy; Elizabeth Carter, KUTA secretary.

GOP Proceedings Telecast in East

NBC Programs Are Picked Up By Philco, GE Stations

USE OF FILM in gathering news for television dissemination was given a good tryout by WNBT, NBC's New York video station, last week when it covered the Republican Convention in Chicago through films taken at the Chicago Stadium and flown to New York for editing and telecasting. Pictures were taken by RKO Television Corp., newly-formed subsidiary of RKO Pictures, under the supervision of C. L. Menser, NBC vice-president in charge of programs.

First convention telecast, aired at 11 p.m., Monday, included a special film "The Republican Party on Parade" that traced the ristory of the party since 1860 to the present, utilizing cartoons and newsreel clips of GOP candidates and party leaders to tell the story. Then came shots of Chicago, with delegates arriving by train, bus and plane, the crowded lobby of the Hotel Stevens, where most of the delegates were quartered, and finally scenes of the opening session, taken less than a half day before they were shown to eastern teleset owners.

High spots of the Monday, Tuesday and Wednesday sessions were telecast on WNBT from 8:30-9 p.m. on the following evenings. All of these programs were also seen by the audiences of WRGB Schenectady and WPTZ Philadelphia, which picked up the WNBT transmissions and rebroadcast them locally. Same system of television coverage is to be given the Democratic Convention next month.

Williams Labs. Cited

A COMPLAINT charging false advertising and misrepresentation through broadcasts and other media of two medicinal preparations has been issued by the Federal Trade Commission against Williams S.L.K. Laboratories, Milwaukee. The Commission accuses the company of making misleading claims regarding the remedial values of Rux Compound and Williams Formula and also charges that advertisements of the latter preparation failed to reveal content of the drug cascara sagrada.

Mica Plentiful

AS A result of two meetings of the Raw Mica Fabricating Industry Advisory Committee, it was announced last week by the WPB that large stocks of No. 6 or better qualities of good stained, fair stained, and slightly stained mica are now available for all purposes. In urging the increased use of the No. 6 mica, R. V. Stovall, WPB Mica Section, said that some radio tube manufacturers had experienced difficulty in using poorer grades of stained and lower quality mica, but that now better qualities of No. 6 are plentiful and radio tube manufacturers may have the advantage of using this type, though better quality block mica still brings higher prices, resulting in higher priced finished tube parts.

Making War Words SHOUT!

Richard McDonagh, head of NBC Script Division, and writer ***Gerald Holland*** *of his staff, confer with director* ***Anton M. Leader,*** *NBC producer and distinguished author and editor* ***Carl Van Doren,*** *who will introduce and present each program of "Words at War."*

NBC created . . . "WORDS AT WAR" to dramatize today's important war books—to give significant, timely writing the tremendous audience it deserves. For more than a year the program has been broadcast by NBC in co-operation with the Council on Books in Wartime.

NBC produces . . . "WORDS AT WAR" as a forceful contribution to public enlightenment. The dramatized essence of today's best war writing draws praise from public and press: ". . . *The kind radio needs,*" said Variety. ". . . *boldest, hardest hitting program of 1944,*" said The New York Times—commenting on a typical production, "Assignment: U.S.A."

NBC sold . . . "WORDS AT WAR" as a summer replacement for radio's top-ranking "Fibber McGee and Molly." Not only critics and listeners recognize the program's value; S. C. Johnson & Son, Inc. has invested its radio time and its sponsorship in the series.

LISTEN TO "WORDS AT WAR" Tuesdays at 9:30 p. m. EWT starting June 27, 1944 . . . a 13-week series for S. C. Johnson & Son, Inc.

NBC *creates, produces* and *sells* fine radio. "WORDS AT WAR" is a good example of NBC's imaginative origination . . . NBC's pace-setting program standards—two among many reasons why NBC is "*The Network Most People Listen to Most*"

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network

RIDES FOR VICTORY were promoted in two widely separated areas by radio and the press in the Fifth War Loan Drive. In Chicago, WLS and the *Herald-American* sponsored a "Buy a Bond—Ride a Jeep" campaign. In the South, WSM Nashville and Mr. and Mrs. Sam Neal, Carthage, Tenn., publishers, collaborated to give purchasers of Bonds a Cumberland River cruise aboard the Cruiser WSM-NBC *Grand Ole Opry*, owned by Harry Stone, WSM general manager. To kick off the respective campaigns the sponsors bought bonds for rides. Top, in Jeep front seat, Roy Topper, *Herald-American* promotion manager; Pfc. Thelma Guffey, WAC. Rear seat, Don Kelly (l), sales promotion manager, WLS; Glenn W. B. Snyder, station vice-president and general manager. Awaiting turns to go jeeping are Al Boyd (l), WLS production manager; Chick Freeman, station sales manager. Lower photo, Mr. Stone (l), Mrs. Neal and Mr. Neal.

[See War Bond Story on page 20].

SOUND RECEPTION AS VIDEO BOOST

HOME television probably will start with "picture boxes", video receivers which can be attached to sound receivers whose tuning range includes the television sound channel, Leonard Cramer, vice-president of Allen B. Du Mont Labs., told the Television Press Club of New York last Tuesday at its final meeting until fall.

"Right after the war there will undoubtedly be a widespread demand for FM, most of it in conjunction with AM, in combination sets," Mr. Cramer said, adding that through the Mallory-Ware Inductuner is is practical to extend the range of an FM receiver "so that all these new FM owners can tune in to the sound track of television programs and hear what's going on.

"With people thus able to tune into television *sound*, their curiosity will be continually aroused," he continued. I think the picture boxes will be on the market. It is practical. It is a natural, evolutionary way for television to start growing."

Pointing out that such a start, with relatively low-priced sets, would widen the television audience and give programming and networking the impetus of an immediate advertising revenue, he predicted that the audience soon would want more expensive console receivers, such as those Du Mont will make, in place of their picture boxes, and that when color and other improvements come along, the public will take them in stride.

WRBL Scholarships

WRBL Columbus, Ga., has announced the winners in the High School Senior-Radio Drama Competition. Four boys and four girls of the senior classes of Columbus and Phenix City high schools were declared winners of scholarships totaling $1,000. Provision was made for winners who entered the armed forces to pick up their scholarships and continue their education as soon as released.

WLIB Brooklyn, on July 4, plans to devote virtually its entire 14-hour broadcasting day to music composed and performed by Americans.

Love Dove Tale

A HOT KISS—11,000 volts—in the romance of a cooing dove and her Casanova was too much for KOY Phoenix, Ariz. It shocked the station off the air for 20 minutes on a recent calm Saturday morn. The lady bird was being pursued by two ardent suitors, when she decided to get coy and perch upon a "pot head" atop a transformer—power, 11,000 volts. Both males continued the chase and from an adjacent wire one leaned over for a peck. A flash of flame tore across the wires—KOY went off the air—and the dove and her loves were consumed in the funeral pyre.

Newspaper Ownership of Radio Called Threat to U. S. Democracy by Ernst

NEWSPAPER ownership of radio threatens democracy in the U. S., Morris L. Ernst, New York attorney, author and Administration advisor, told Britain in a speech over the British Broadcasting Corp., according to the June 1 *London Calling*, BBC overseas journal.

Speaking on freedom of the press and speech, Mr. Ernst told the British people: "In England there is no interlocking between radio and press. To this extent England is better off than we are because in the United States one-third of all our radio stations are now controlled to a great degree by the newspapers. If this trend develops further, we will find that democracy has vanished in the smaller cities of the United States. There can be no democracy where in a single community one individual owns the only radio station and the only newspaper and so monopolizes all provisions for local news."

Movie Question Arises

His statement was considered significant in Washington, particularly in light of FCC Chairman James Lawrence Fly's admission to the House Select Committee to Investigate the Commission on June 20 that the newspaper divorcement question still is unsettled [BROADCASTING, June 26].

He declared that in the U. S. "five giant movie-producing companies also own 2,500 theatres which account for 70% of the total box-office receipts of American movie-goers". That statement, too, was compared in the nation's capital to Mr. Fly's assertion before the Congressional investigators that ownership of stations by the motion picture industry might present a question.

Mr. Ernst, while asserting that "for my part I prefer, at least for the United States, private ownership of the radio to Government ownership", compared the British publicly-owned system to the American commercial method of operations. "In the United States," he said, "where we have about 800 separate radio stations almost all privately owned and operating for profit, four giant networks dominate the ideas of the air."

Hits Concealed Prices

He told the British that "40 advertisers alone contribute 70% of the income of one of the networks", asserting that "under our American system . . . the consumer in reality is paying for his radio entertainment in the form of a concealed additional price every time he buys oil or soap or bread. Through the technique of concealed price, our public is willing to pay far more than the people of England are willing to pay by their tax per set.

"In the United States we can prevent further monopolization of thought by changes in telephone wire charges which will permit small radio stations to survive," Mr. Ernst went on. He suggested "rearranging postage subsidies so that giant publications shall no longer receive as subsidies from the United States Government hundreds of thousands of dollars of the taxpayers' money."

RADIO AID SOUGHT IN NUTRITION DRIVE

ADVERTISING support for the National Wartime Nutrition Program to educate people to adjust their eating habits to meet war demands has been requested by the War Advertising Council in a brochure prepared in cooperation with OWI for the War Food Administration.

Citing surveys showing that breakfast and lunch are neglected by so many persons that the burden of furnishing the day's nutritive requirements is placed on dinner, the Council urges that advertising programs support the need for better morning and noon meals.

"The cause of good nutrition can be helped considerably if advertisers will lay particular stress during the month of September on the need for giving war workers and school children better breakfasts and lunches", the WAC advises. "This will synchronize with the activities of nearly 3,000 nutrition committees and many Government information facilities which will be telling the same story."

Pointing out that radio programs which incorporate official war messages are among the highest ranking on the air, the Council suggests that advertisers wishing to contribute time and talent over and above their OWI allocation assignments may do so through the Special Assignment Plan. Arrangements can be made with George P. Ludlam, chief of the OWI Domestic Radio Bureau, Social Security Bldg., Washington.

The Bureau has scheduled nutrition appeals for the week beginning Aug. 7 and the last week in August through Special Assignment and Station Announcement allocations. Women's programs also will be asked to support the campaign.

The Right Man

WHEN Capt. B. N. Robinson Jr., formerly of Knox-Reeves Adv., was making combat recordings for the 15th AAF in the Mediterranean theatre for Public Relations Office, he needed an experienced radio man. Within 24 hours he had pulled Pfc. Mack Williams, former radio actor of such air shows as *Gang Busters* and *Great Moments in History*, from the Medical Corps, where he had been the proverbial "square peg in a round hole," thus bearing out the GI saying that the Army eventually places the right man in the right job—although it may take a long time to do it. Pfc. Williams was inducted into the Medical Corps over 16 months ago.

The immense back-log of deferred demand will probably insure boom conditions in the transition from war to peace.

In the scramble for the reconquest of the consumer's favor, he who hesitates will be left at the post. It is not necessary to strike a lucky average between the victory-next-week optimists, and the peace-maybe-ten-years-hence Jeremiahs. The time to consolidate post-war markets is obviously NOW.

The urban, industrial area served by KYW's 50,000 watts should be given a top-priority in your sales-plans. Its teeming millions have undergone rigorous depletion of consumer goods. They have the means, and the intent, to remedy this deficiency, as merchandise becomes available. If the "how," "when," and "what" of your product are deftly integrated with their favorite KYW programs NOW, you will have the jump on competition which fiddled while Rome burned. NBC Spot Sales will get you off to a running start.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • WGL • WBZ • WBZA • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES

WESTINGHOUSE PRESENTS . . . *John Charles Thomas on Sun. 2:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.*

Program Planning is Easy

MILT HERTH TRIO
JOSEPH MARAIS and His Boys
GORDON STRING QUARTET
ANDREWS SISTERS
FRANKIE MASTERS and His Orchestra
CHARLIE BARNET and His Orchestra
LAWRENCE WELK and His Champagne Orchestra
THE MERRY MACS

Brilliantly Reproduced by

WORLD'S VERTICAL CUT WIDE RANGE TRANSCRIPTIONS

y with World's Brightest Stars

Look to WBS for Diversity of Entertainment

Easy-to-program—Easy-to-sell—the Top Talent of Radio, Screen and Stage, headliners in every field of entertainment, are constantly at the finger-tips of WBS subscribers. ☆ For the Quality Library of the World delivers the music you want, when you want it—over 4488 different selections are now in World subscribers files—with at least 50 new numbers every month. ☆ Talent—plus timeliness—plus the rare quality of WBS Vertical Cut Wide Range recordings—cuts program planning problems, and turns sustaining time into programs that sell—and stay sold.

WBS

WORLD PROGRAM SERVICE

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Canadian Distributor: NORTHERN ELECTRIC COMPANY, LTD., MONTREAL

Radio Makes a Hit 'Down Under'

By OWEN PAT FLAHERTY
Radio Representative of American Red Cross Publicity in Australia

From his post in New Guinea, the radio representative of the American Red Cross publicity department in Australia, Owen Pat Flaherty, sent this article to BROADCASTING. *Before going with the Red Cross, Mr. Flaherty had 12 years of radio experience behind him, with WOAI San Antonio and KPRC Houston. He tells here how radio is doing its job overseas.*

"THIS program has been prepared for rebroadcast to our armed forces overseas." Innumerable times we have heard that tag line or something similar, back in the states before joining the American Red Cross for overseas service. I wondered and tried to picture what it would be like to be listening to those programs, say, somewhere in New Guinea.

Mr. Flaherty

Now I know. That signature on a radio program in the states, means that one of the best things possible in the realm of entertainment, is being sent to the American men and women who are serving overseas with the armed forces.

Here, radio is truly doing a grand job for the men and women of the Allied Armed Forces. This statement is based on what I have heard as a radio listener and what I know is being done by the Army's Information & Education Section and Morale Services Division.

New Guinea is a large island. It takes quite an assortment of 50 and 100 w stations to serve the thousands of military personnel located here. As a radio audience, these men and women of the service are just as critical as they were when they were civilians. They know what good radio entertainment is and they won't settle for less.

At this writing, we know of three stations operated by Morale Services; four by the I. & E. Section, and two very active units of the Australian Broadcasting Commission. These are spaced to cover the greatest area and audience.

Thanks to such headliners and their sponsors as Bob Hope, Jack Benny, Bing Crosby, Red Skelton, Fibber McGee & Molly, Kay Kyser, Fred Waring, Harry James, The Firestone Hour, The Hit Parade, Album of Familiar Music, Hour of Charm, Gildersleeve, Downbeat, Spotlight Bands, Melody Roundup, and a host of others, including several topnotch sustaining features, radio has been able to make "Americana" very much a part of life in New Guinea.

While newscasts are very popular, it is not unusual to hear someone say, "Come on, you guys! Let's get goin' and get this job done! We wanna listen to Duffy's Tavern at 7:15 tonight!" Or, "This is Saturday night! Date or no date! Chow or no chow! I gotta hear the Hit Parade and Frank Sinatra. I know he'll sing 'Shoo-Shoo Baby!'"—War is a reality out here and so is good radio entertainment.

As a former radio announcer-producer, it is interesting to me as I sit and listen to a show and hear the spot where the commercial has been neatly lifted and an appropriate musical filler inserted. Yes, the commercial copy is eliminated but even so, unless a change has been made, the men and women over here will strike as high an average as the listeners back home in naming the various sponsors, I'm sure.

Radio seems to have practically eliminated the heroism ideas directed to the men overseas. Those shows that haven't, are probably having their overseas editions cut to eliminate such jargon. They don't go for that "stuff" over here. They don't need it!

The one Australian Broadcasting Commission station with which we have had most pleasant contact, 9-P-A, is doing a noble job of presenting a program schedule that will please its combined audience of Australian and American military personnel.

Capt. Robin Wood, station supervisor, has conferred with American officials and receives an excellent assortment of transcribed American radio shows. They are spotted to maintain well-balanced schedule on 9-P-A.

As an American, it is interesting to hear some of the special record programs put on by the station, featuring some American star and interspersing each selection with

Radio Garden

IN GREENSBORO, N. C. employes of WBIG and their families are raising strawberries, cabbage, tomatoes, snapbeans and squash in a 15-acre garden plot supplied them by the station. Plot contains peach and apple trees, too, which are bearing fruit soon to be harvested. The garden and orchard have been visited by people from every state in the Union.

GRAND RAPIDS *Is Michigan's Largest Market Outside Detroit*

YOU *Can't* SELL
GRAND RAPIDS
ON ANY STATION *Outside*
GRAND RAPIDS

WOOD

has more than twice as many Grand Rapids listeners as any other radio station anywhere

Let's practice what we preach

Let's prove that we can not only persuade others to buy, but that we ourselves are ready and willing to buy our share of extra war bonds.

The impetus which the radio industry has given to the promotion and sale of War Savings Bonds is widely recognized. Now, once again, Radio is devoting its complete and powerful facilities to the task of answering the Nation's call for $16,000,000,000. While we are engaged in this essential cause . . . while we are encouraging *others* to back our fighting forces with their money . . . let us not forget that we, too, should and must participate to the fullest possible extent.

5TH WAR LOAN

Let's practice what we preach by buying extra War Bonds NOW

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

a running narrative telling the story of his or her career. We heard a 30-minute Bing Crosby feature the other night and besides having our memory interestingly refreshed, we indulged in a bit of nostalgia as Bing warbled out with "May I", "Did You Ever See a Dream Walking", "After Sundown", "Silent Night" and "Moonlight Becomes You".

The records over here are not the newest—maybe there's a reason —but nevertheless, there is satisfaction in radio listening when you hear a good tune recorded by a well-known artist or band. The newer tunes of course, come to us via the feature programs with such stars as Dinah Shore, Bing Crosby, Frances Langford and especially the Hit Parade with Frank Sinatra, giving out with the lyrics.

As to how old these big shows are, there is a bit of speculation on our part as a listener. Judging from the gags and patter here and there with reference to special occasions like St. Patrick's Day, Easter, etc., it would seem to us that they reach New Guinea around six weeks after the original date of the broadcast. Not bad—darn good, we would say.

BACK HOME again after two years in the Pacific theatre, Lt. Comdr. E. C. Callahan, former engineer with KPO San Francisco, NBC outlet, was greeted by John W. Elwood, KPO manager, when he visited the station recently with his wife. Lt. Comdr. Callahan will be assigned to a Navy technical school.

AES BRIGHTENS PACIFIC OUTPOSTS

Radio Officer Writes of Mosquito Network And Its Job Behind Our Lines

Just before being transferred to the Central Pacific Theatre, Maj. H. Gould, formerly of WBAL and WFBR Baltimore, wrote a letter to Alex Sherwood, director of the New York office of Standard Radio, telling of his work as a South Pacific radio officer with Morale Services Division, somewhere in New Caledonia. Here are excerpts from the letter to Mr. Sherwood:

"HERE I am in my combination sleeping tent and office on the shore of the blue Pacific somewhere in New Caledonia. . . . I have constructed and operate five full time regular American broadcasting stations. A sixth is now a-building. They are American Expeditionary Stations and are members of the Mosquito Network. The southern leg of the network is in Auckland where I have station 1ZM, a 1,000 w job belonging to the New Zealand government but which they gave us for an American station. Have a Naval officer in charge and four enlisted men of the Army who actually do the programming and announcing. The N. Z. government runs the transmitter. . . .

"The listener mail from civilians who like all American shows is terrific. . . . They like the smoothness with which announcements and schedules are handled against the former habit of stopping a show a couple of minutes before the hour and just leaving blank air time. . . .

Noumea Oldest

"The station at Noumea is the oldest member of the Mosquito Network. It began operation in a small way last September . . . under the direction of the Red Cross and was on the air only three or four hours a day . . . In the middle of January, I took over the station and increased the time to ten hours per day . . . There is a large studio, a control room and a couple of offices.

"Other stations we built from the ground up. Crews for each station include one officer in charge, who was a program man, and an engineering officer. The actual operating crew number eight and is made up of a program supervisor, announcer m.c., news editor, clerk writer-announcer on the program side, and a chief engineer, usually a transmitter man, a control room expert and two operator-announcers. . . . .

"I travel around the theatre . . . to observe the operations. . . . This theatre is not particularly active as a fighting front now but that's all the more reason it seems to help in . . . keeping up the morale. There is no morale problem when you are in front of the enemy. But when supply is your job you wonder why in hell you can't come home and you wonder what in hell you are doing here anyway. This is a war of supply however and [although] . . . we are not running a propaganda network, . . . it is possible to get the story over to the enlisted men that the job each is doing is necessary. . . .

". . . we very seldom announce that a program is transcribed. Of course all the shows that are received from Armed Forces Radio are transcribed but no one thinks anything of it. There is no prejudice against shows on vinylite or wax or what have you. They should do away with that regulation at home and probably will after the war. . . ."

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

"We're still meeting our listeners in person"...

Our WJZ "Victory Troop" has just made its 250th personal appearance . . . 250 separate face-to-face meetings between WJZ and more than three million soldiers, sailors and other service people, war plant workers and bond buyers . . . The WJZ "Victory Troop" traveled 67,000 miles through New York, New Jersey, Connecticut, Rhode Island and Maryland . . . the normal coverage area of WJZ . . . *Three million more* people now know WJZ personally. They now have a new affection for the station which goes out of its way to bring them enjoyment . . . In addition to these, are the eight million in Greater New York, Westchester, and Connecticut for whom WJZ has taken on a new personality since its recent transmitter move now brings new strength and clarity to its signal in their homes . . . It's time you made a new estimate of the *new* WJZ . . . These new friends of WJZ can be your friends!

YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET

KEY STATION OF THE BLUE NETWORK ★ 770 ON YOUR DIAL

WJZ

DRAMATIZATION of Hotel De Paris, famous hostelry in Colorado mining history, brought "Ad of the Year" award of the Denver Advertising Club to KLZ Denver for producing best radio script of the year. Program was directed by Pete Smythe, KLZ production chief, from script written by John Prince, staff writer. At presentation (l to r): Vernon Taylor of Denver Advertising Club, promoter of the award; Mr. Prince; Frank R. Jamison, Director Advertising and Publicity, Public Service Co. of Colo.; Joe E. Tracy, president of Denver Advertising Club; Fred C. Mueller, KLZ sales manager. Station also received top honors in its class at recent Ohio State Institute for Education by Radio for "A is for Beans", written by Prince, produced by Charles Roberts, KLZ farm editor.

SOUTH AMERICA'S FIRST VIDEO

Self-Taught Uruguayan Ham Operating 440-Line Sends Clear Signals Over a Mile

URUGUAYAN television pioneer, Mario Giampietro, has staked a claim to being the first person in South America to send out successful sight and sound broadcasts over distances of more than a mile. This report comes from the International Dept. of the RCA Victor Division in Camden.

The self-schooled technician has received official recognition for his work from the Uruguayan government, which granted him an experimental wave length and authorization to use CXHAQ as his call letters. Recently he transferred his equipment to Uruguay's Congressional Building, for the first successful exhibition of television broadcasts in South America.

Radio Carve, area's largest broadcasting station, is reported to be planning a commercial company to finance further experiments, including one whose details are being kept secret. At present Mr. Giampietro's backers are Juan Carlos Lasa, banker, and Domingo Pereya, electrical technician.

Because of scarcity or lack of materials, he has had to improvise much of his equipment, specially-built bakelite insulators, instead of lucite, as an example. The scanning system which he now uses permits him to broadcast outdoor scenes of 440 lines, although interior images have usually been confined to 220 lines. In one experiment he used fluorescent tubes to illuminate night scenes. Despite their limited intensity, Mr. Giampietro reports they were satisfactory. He works with RCA Iconoscope and Kinescope tubes, as well as condensers and resistors, secured before the war.

His experimental station is scheduled to change to a commercial wavelength of 52 mc, though it is now operating on 115 mc. Images, broadcast from an antenna 60 feet above street level, have been received clearly a mile away.

OWI PACKET, WEEK July 24

Check the list below to find the war message announcements you will broadcast during the week beginning July 24. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	KW Ind.	Group OI Aff.	OI Ind.	NAT. SPOT PLAN Live	Trans.
Prepare for Winter	X						
War Bonds	X	X	X	X	X		
Home Canning			X		X		
WAVE Recruiting	X	X	X	X	X		
Paper Conservation						X	X

See OWI Schedule of War Messages 148 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

TIN DEARTH CUTS STOKELY CAMPAIGN

DUE TO RECENT Government restrictions on the use of tin, Stokely Bros., Indianapolis, producer of canned food products as well as the cardboard-packed Van Camp's Tenderoni macaroni, is reducing its advertising, and effective July 28 will sponsor *Luncheon With Lopez* on Friday only on 123 MBS stations, 1:30-1:45 p.m., dropping the Monday and Wednesday broadcasts.

New contract covers 13 weeks, with the possibility of resuming on a thrice or five weekly basis after that period. No decision has been reached on continuation of a limited New England spot schedule. Space advertising is confined at present to a few magazines, with no definite future plans on either newspaper or magazine promotion. Calkins & Holden, New York, agency for the Mutual program, handles Van Camp's food products and Honor Brand frosted foods and Tenderoni macaroni. Gardner Adv. Co., St. Louis, is agency for Stokely's vegetables and fruits.

GREEK PROFESSOR

Gene O'Neill Jr. Doubles As WTIC Announcer

LISTENERS to WTIC Hartford have often heard: "Your announcer is Gene O'Neill" and have speculated on the identity of this newcomer to the WTIC announcing staff.

Mr. O'Neill

The Gene O'Neill who is heard doing the 11 p.m. newscast or urging the Connecticut citizenry to buy a particular product is Eugene Gladstone O'Neill Jr., son of Eugene O'Neill, playwright. Eugene Jr. is assistant professor of Greek at Yale and his radio work, together with his teaching, give him a heavy daily schedule shuttling between New Haven and Hartford. It gives him little leisure, but he enjoys it immensely, he states.

Gene explains the strange phenomenon of a Greek professor doing radio announcing this way: "Television is going to have enormous educational potentialities when it has come to be a widespread feature of our American life. So I decided I very much wanted to get myself into a position where I might help to realize these potentialities. The first step toward this seemed to be the acquisition of experience in radio first hand."

KENT COOPER, general manager of the Associated Press and amateur composer, has written a composition for *Stradivari Orchestra*, sponsored on NBC by Prince Matchabelli Perfumery, New York. Entitled "The Magic of the Violin", the musical work was to be played for the first time July 2 by the orchestra under the direction of Paul Lavalle.

Taxi Control

CLEVELAND will be the site of America's first two-way taxi radio system after the war, pending FCC approval, when the Yellow and Zone Cab Companies install radios, it has been revealed by D. L. Chesnut, GE commercial engineer who has been conducting a study there. In his report to Jesse Smith, president of Yellow Cab and Arthur B. McBride, president of Zone Cab, Mr. Chesnut said the radio system would make it possible to establish contact with any cab instantly at any place in Cleveland, eliminate present unattended call boxes, reduce "dead" mileage and thus save gas, rubber and extend the life of the cabs themselves. Plans call for a main transmitter for the downtown Cleveland area, and two others to cover Greater Cleveland. Each transmitter would have four channels, with 100 cabs assigned to each channel.

Mississippi Meeting

ELEVEN of the 14 Mississippi stations were represented at the quarterly meeting of the Mississippi Broadcasters Assn. in Natchez June 24-25. P. K. Ewing Jr., WMIS Natchez was host. Newly-elected officers are president, Hugh O. Jones, owner and manager of WGCM Gulfport; vice-president, Hugh M. Smith, manager of WAML Laurel; secretary-treasurer, Emmet H. McMurry, general manager of WJPR Greenville.

WLAP Now Blue

WLAP Lexington, Ky., on July 1 joined the Blue Network. Owned and operated by Capt. Gilmore N. and J. Lindsay Nunn, the station operates on 1450 kc with 250 w fulltime. J. E. Willis is the manager. Other Nunn stations are WCMI Ashland, Ky.; WBIR Knoxville, Tenn.; and KFDA Amarillo, Texas. Capt. Nunn is on duty overseas with the Army Air Forces.

Will Aid Films

TELEVISION will prove a bonanza for the smaller film studios according to Steve Broidy, vice-president and sales manager of Monogram Pictures Corp. That company was the first, other than Walt Disney Productions, to lend film for televising.

Lighting Development

A SPECIAL installation of fluorescent lighting, made in a recording studio of World Broadcasting System, is said to eliminate both the slight heat generated by the lights and the hum that sometimes accompanies fluorescent lighting, giving improved lighting with the perfect silence required. J. F. Cadenas, executive engineer of the lighting division of Sylvania Electric Products, devised the installation with the assistance of Charles Lauda, chief engineer of WBS.

KBWD Brownwood, Tex., has appointed Walker Co., as station representative.

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Contributing to the "Food Arsenal of the World." 168,220,000 bushels of the nation's 1943 wheat crop, twenty per cent, came from the Pacific Northwest, swelling the Inland Empire's farm income to over $300,000,000. One reason why Spokane Bank Deposits reached an all-time high in October, 1943, of $202,529,102—an increase of 20.3 per cent over June, 1943. At the cost of only *one* medium, KHQ's *complete* coverage "delivers" this rich market.

BALTIMORE-PACKED FILL THE NATION'S

HOW MANY "FRIENDS" DO YOU RECOGNIZE?

It's a never-to-be-forgotten sight to see the unending parade of tomato-laden trucks rolling into the Baltimore canneries. Or to see the heavily-loaded oyster boats nosing their way into the packing house wharves. But these are only two of the many types of Baltimore-packed foods, sold all over the U. S. When you pick quality products off your grocer's shelves, chances are you're buying something packed in Baltimore.

FOOD PRODUCTS SHELVES . . .

Baltimore's food packing industry keeps growing year after year. But big as it is, it is still *only one* of the more than 100 *different* industrial classifications that contribute to Baltimore's greatness. This amazing diversification of industry insures steady, uninterrupted progress. The present "Boom" is simply the continuation and acceleration of the trend which has been going on for more than 25 years--a steady growth in industrial output, in wage earners employed and in payrolls at a faster rate than any other Eastern seaboard city!

Baltimore is one of America's great markets--and Baltimore's Number One advertising medium is WBAL.

BASIC NBC NETWORK!

WBAL *means business in Baltimore*

NATIONALLY REPRESENTED BY

EDWARD PETRY & CO., Inc.

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

Editorial

Jimmy Rides Again

ONE DAY the records will show James Caesar Petrillo to be the greatest guy in labor annals, or the most abysmal flop. At the moment he's on top, even to the extent of having the austere War Labor Board essay the neatest straddle of the year by attempting appeasement in the recording ban case. And Jimmy promptly told the illustrious Board to take a jump in the meandering Potomac.

The Board ordered Jimmy to call off his two-year-old strike. Then, on grounds of no jurisdiction, it ducked entirely the "private WPA" deals Jimmy had euchered out of some 80 recording companies. But, in the same breath, the Board directed the three recalcitrant recording companies and AFM to work out a royalty arrangement which, glory be, was the same sort of deal over which it had just said it had no jurisdiction. The latter two actions are as contradictory as yes and no.

But still Jimmy doesn't unbend. The Board didn't say the royalties should be paid to his private fund, with no accounting anywhere. So he's mad and defies the Board's instruction that the strikers return to work. Thus Jimmy kept unbroken his record of cussing out not only the Labor Board, but also President Bill Green of the parent AFL and all others who question his dictatorship. They just don't come too big for Little Caesar.

Jimmy's recording strike was aimed at one thing initially, and then mushroomed into the private relief fund, with platter-turner garnishings and other embellishments. The royalty deal would give him absolute control of a slush fund perhaps unequalled in union history. His first purpose was to get from the recording companies an agreement whereby he could declare unfair any independent station that wouldn't hire a fixed quota of his members (or pay a fixed sum whether or not they worked).

Thus he could prevent the transcription company from supplying library or other service to the non-conforming station. He holds that secondary boycott power over network affiliated stations now, because he has but to "pull the plug" on remote bands, then studio bands and then sponsored ones if a network persists in its service to an "unfair" station.

But Jimmy's ambitions have grown. The platter-turner windfall (into which he cajoled or coerced the major networks) provided a means of accomplishing his ends in an easier way. By controlling the men who flip the records, he controls commercial phonograph records as well as transcriptions. Then came the ingenious private WPA idea—one that would permeate all unions and make Jimmy the real Caesar of radio and the savior of labor.

The nation's press has descended upon Jimmy with unequalled and unanimous fury. He has been all but maligned by members of Congress. Legislation has been introduced to stop him. His own labor leaders denounce him. But Lone Ranger Jimmy rides on, unmolested by the Administration and in the face of statements by high Government officials that his actions interfere with the war effort through their effect on military and public morale.

Jimmy has said repeatedly he won't budge unless the President personally asks him. As we understand WLB processes, that would be the final step. Jimmy may get his wish. If that doesn't work, we recommend legislation.

Say It Isn't So

ORGANIZED labor, which is showing its heels to management in the fine art of legislative lobbying, is putting on an intensive campaign for nationwide broadcasts of Congressional proceedings [BROADCASTING, June 19]. More than two dozen unions already have memorialized Congress to press through such legislation. The major political parties also are besought to adopt planks in their platforms to that end.

We hope the unions aren't serious. If they are, then we think sheer logic should convince them that no greater disservice could be done the public than to inflict upon it the running debates of Senate and House. We know of nothing as dry or drab as the reading of an appropriation bill, or one for the relief of John Jones, or any other prosaic legislative process.

We don't know labor's motive, unless it is to curry political favor, or to show up those legislators who don't see eye-to-eye with labor's ideals. Or perhaps it's a move to get the public so fed up on Congress that it will take it out on the incumbents at the next election.

We think that stations and networks, by tailoring Congressional talks to fit balanced program schedules, and by apportioning time equitably, are meeting the maximum public interest requirements. If a poll were taken, the public probably would vote for less, rather than more Congressional speech-making. Invariably, listener surveys show that the audience takes a giddy drop whenever a run-of-the-mine political speech is made. And if the speech happens to displace a popular commercial, the public resents it.

Prudent Planning

FOR MONTHS Washington has been agog over postwar problems of reconversion, contract termination, surplus property and jobs for returning service men. It's all been confusing to those in radio per se, although the equipment manufacturers and processors have a vital stake in it.

Not long ago James F. Byrnes, Director of War Mobilization who performs as assistant President on the home front, sounded a note that hit home for all in radio. In testimony before a Senate Committee on legislation to provide for a national program for demobolization and postwar adjustment, he urged immediate work on a postwar revenue bill. He said it is important that as soon as possible after V-Day, there be a revision of the laws to encourage investment in industry.

Broadcasters today are faced with heavy investments in new services, such as FM and television. Existing standard stations need renovating or replacement. But broadcasters, along with other businessmen, don't know where they will stand. To protect their investments, they must plan to broaden operations. But with what?

An expression from Congress, such as Justice Byrnes proposes, would clarify a lot of thinking among broadcasters and others with capital contemplating substantial investments.

Our Respects To -

FRED RAMIG RIPLEY

UP THE Ladder of Success or From Vocalist to General Manager might well caption the biography of Fred Ramig Ripley, general manager of WPRO Providence. It was in 1920 that Fred Ripley began his radio career as a singer with KDKA Pittsburgh—a career that has taken him through the entire run of radio operations and fitted him for his executive post.

A score and four years ago a radio singer had to be versatile, Mr. Ripley recalled, for those were the days of request numbers and plenty of time in which to do them. After a turn on KDKA Mr. Ripley shifted his scene of operations to Cleveland and subsequently was heard over WHK WEAR and WTAM, remaining as a vocalist until 1926, when he decided to see the other side of the microphone.

He became studio director of WJAY (now WCLE), but in 1927 he returned to microphone duties as chief announcer of WTAM. Two years later he was appointed the station's program director when John F. Royal, now NBC vice-president in charge of international relations, became general manager.

A short time later WGAR was organized and Mr. Ripley left WTAM to help build the new station. For three years, as assistant general manager of WGAR, he was responsible for many "firsts" in the station's history.

In 1933 he went East at the invitation of Col. Harry S. Wilder to become vice-president of WSYR and to supervise operations of the other two Wilder stations, WTRY Troy, N. Y., and WKNE Keene, N. H. The Wilder interests since have acquired WJTN Jamestown, N. Y.

Fred Ripley remained with the Wilder stations for 11 years, leaving in early April this year to accept the post of WPRO general manager [BROADCASTING, April 3]. During his tenure at WSYR Mr. Ripley lectured for nine years at the Syracuse U. Radio Workshop. For three years he was president of the Syracuse Symphony Orchestra.

Before entering radio, Mr. Ripley was in the newspaper field, first as reporter in Cleveland. Later he wrote a financial column for King Features Syndicate. For some years prior to 1926, while he was singing on the air, he was financial editor for the now defunct *Cleveland Times*, which he also served as music critic, writing under the by-line, "Fred Ramig".

He still is tremendously interested in music, and has had a part in helping many young singers get started. Two of those whose radio careers he boosted are now Metropolitan artists, Donald Dixon and Thelma Votipka.

A few years ago, he collaborated with Conductor Werner Jansen in writing the official

(*Continued on page 44*)

Prestige Building, Sales Stimulating WMFM Programs

AT YOUR FINGERTIPS

Programs of proven listener appeal are waiting for you at WMFM, The Milwaukee Journal FM station. These shows have established their popularity, molded their listenership. One of these programs can and will do an outstanding job of building prestige and stimulating sales for your company and your products.

The same skillful showmanship that has made WMFM a favorite in thousands of Wisconsin homes can adapt one of the WMFM sustaining programs to your very needs. Or The Milwaukee Journal Radio City production department will work with you in developing a new program.

The time to act is now. Choice time is available. You'll know your program is reaching a Milwaukee and Wisconsin family of listeners that have eagerly accepted the WMFM combination of distinctive quality programs, plus static-free, crystal clear FM.

Get full information on available WMFM programs by calling, writing or wiring . . .

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

new survey
shows 48% of
"Heartland" radios
tuned to
kglo

A ROBERT S. CONLAN SURVEY, just completed, shows 48.6% of all listeners in this area regularly tuned to KGLO. This is 13.2% more steady listeners than for the next station. The kind of programs the listeners want, at times when they can hear them, has given KGLO the edge here in the "heartland".

Put KGLO on your list . . . reach these prosperous folks who have told an independent research group that for week-in and week-out listening, KGLO gets the "top spot" on their dials.

FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into
THE Pork Barrel MARKET

kglo
5000 Watts 1300 K.C.
MASON CITY, IOWA
F. C. Eighmey, Gen. Mgr.
CBS Affiliate
WEED & COMPANY, Rep.

Our Respects to

(*Continued from page 42*)

marching song of the Case School of Applied Science—although neither attended the school. He also has written a volume of verse, *Songs for a Soldier*, published last year, and doubtless inspired by his experiences as a top sergeant in World War I, driving an ambulance.

Not one merely to dabble in his hobbies, Fred Ripley has gone in for dog raising with as much thoroughness—and success—as he has music and writing. His white collie, black cocker and red dachshund are all show dogs and AKC winners. In his spare time he grows prize roses.

He was born in Cleveland April 11, 1893, and was graduated from Lincoln High School, Cleveland, in 1910. He married Emily Gomoll of Forestville, Wis., in 1925. Al Koran Shrine, Cleveland and Providence Rotary Club are his affiliations.

CARPENTER HEADS REORGANIZED UBC

IN LINE WITH its recent expansion, United Broadcasting Co. has announced a number of key personnel appointments to coordinate the activities of its new Akron operations. H. K. Carpenter, former vice-president and general manager of UBC and general manager of WHK Cleveland has been named executive vice-president of United Broadcasting, with overall supervision of company operated stations.

Among five other appointments, K. K. Hackathorn, former sales manager of WHK was named vice-president of UBC and general manager of WHK; R. D. Borland, former WHK operations manager was appointed comptroller of UBC, and Carl Smith, WHK chief engineer now on leave to the Army as civilian consultant, will take charge of technical research and development. Call letters of the new Akron station, formerly WCLE Cleveland, will be WHKK. Russell Richmond, former program director of WHK and onetime manager of WRRN Warren, will be general manager of the new station, which is expected to be in operation by late September.

C. M. Everson, general manager of WHKC Columbus, will continue as vice-president of United Broadcasting Co.

Capt. John Brophy

CAPT. JOHN BROPHY, adjutant of the Canadian Army public relations group in the Mediterranean theatre, formerly of the traffic, press and information staff of the Canadian Broadcasting Corp., Winnipeg, was killed in action in Italy. He had fought with the Princess Patricia Light Infantry through the Sicilian campaign, and in Italy until after the battle of the Moro River.

WILLIAM BAILEY of the Katz Agency, Chicago office has been named manager of the agency's Kansas City office.

Personal NOTES

ROBERT W. DOWLING, president of City Investing Co., New York, has been elected to the board of directors of the Bamberger Broadcasting Service Inc., operator of WOR New York. Mr. Dowling is associated with a number of banking, real estate and construction firms, and is a director of R. H. Macy & Co., department store, owner of Bamberger Broadcasting Service.

LEO J. FITZPATRICK, vice-president and general manager of WJR Detroit, has been reelected president of the Detroit Civic Light Opera Assn. Henry T. Ewald, president of Campbell-Ewald Co., was named secretary.

SIDNEY N. STROTZ, NBC western division vice-president, Hollywood, is in New York for conferences on West Coast television.

CAMPFIELD LEONARD and Thomas Riley are new additions to the sales staff of WFBL Syracuse.

G. KEITH FUNSTON has returned to Sylvania Electric Products Inc. as director of purchases after a 2½ year leave of absence.

TOM DURAN, salesman of WCAE Pittsburgh, is the father of a boy.

RAY C. JENKINS, general sales manager of KSTP St. Paul-Minneapolis, has been reelected for a fifth term on the board of directors of the Minneapolis Better Business Bureau.

WILLIAM C. STEINBECK, formerly with the National Cash Register Co., Dayton, O., has joined the merchandising department of WLW Cincinnati as field representative.

P. A. WILSON, account executive of KIEV Glendale, Cal., has joined KGFJ Los Angeles.

JOHN SALT, newly appointed North American director of the British Broadcasting Corp., in New York, is in the hospital with a stomach ailment.

ROBERT BINGHAM, a former program director of WITH Baltimore and before that station manager of WWNC Asheville, N. C., has been appointed station manager of WSLB Ogdensburg, N. Y., as announced by Joseph R. Brandy, president. Mr. Bingham was also announcer with NBC and CBS in New York. Simultaneously with Mr. Bingham's appointment, The Walker Co. has been designated as exclusive national representatives for the station.

JOHN SHAW BILLINGS, managing editor of *Life* Magazine, on July 10 becomes editorial director of Time Inc., a new post. He will be responsible for the execution of editorial policies of Time Inc.'s various enterprises, including *Life*, *Time*, *Fortune*, *The March of Time* on the Blue Network, and its screen version.

BOND GEDDES, executive vice-president of Radio Manufacturers Assn., has been named a vice-president of the Washington Trade Assn. Executives at its 16th annual meeting.

HARRY EDGAR has been appointed commercial manager of CKWS Kingston, Ont.

HARRY McLAY has joined the sales staff of CHEX Peterborough, Ont., coming from CKWS Kingston, Ont.

ALEX CAMPBELL, for 5½ years sales manager of WKAT Miami, has joined the WBBM Chicago sales department as an account executive.

INTERNATIONAL RELATIONS are harmonious between Jose Rocha Vaz, general manager of the Byington stations in Brazil, and Blue Network President Mark Woods as they discuss plans for the exchange of programs between the two countries as revealed last week. [BROADCASTING, June 26].

Educators Session

NBC has set aside the 7:30-7:45 p.m. period July 5-7 to carry educators' reports from the national convention of the National Education Assn. in Pittsburgh. With attendance limited by transportation restrictions, the broadcasts are designed to keep thousands of teachers throughout the country posted on convention proceedings.

JOHN J. KAROL, assistant sales manager and market research council of CBS New York, was guest speaker at a luncheon staged by the network for Southern California agency executives at Los Angeles Biltmore Hotel June 27. He discussed surveys of programming, audience analysis, television, FM and post-war radio. Donald W. Thornburgh, CBS Pacific Coast vice-president, presided.

JOSEPH E. WERDEN, for the past seven years operating manager of a New York City real estate firm, has joined CBS as manager of building service operations, replacing John Carey, who has resigned to become assistant to the executive vice-president of Carrier Engineering Corp., Syracuse.

JOSEPH MEYERS, news supervisor of NBC, has been named acting manager of special events, replacing Lathrop Mack, now manager of guest relations. Mr. Meyers was news editor and special events chief of KSTP St. Paul from 1934-1942, when he joined NBC as news writer. He has been NBC news supervisor since 1943.

S. I. COLE, president of Aerovox Corp., manufacturers of condensers, New Bedford, Mass., and Frederick R. Lack, vice-president and manager of Western Electric's radio division, have been elected directors of the Radio Manufacturers Assn. for two-year terms.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

YOU MAY BE ABLE TO BROADJUMP 26 FEET*—

BUT—YOU CAN'T BROADCAST FROM DETROIT OR CHICAGO INTO WESTERN MICHIGAN!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Sunday evening figures, 7 to 10 P.M.:

WKZO	51.2%
STATION B	23.0%
SIX OTHERS	23.3%
MISC.	2.5%

We don't claim that covering Western Michigan is absolutely essential to every advertiser's life, liberty and pursuit of happiness. Maybe you don't even want the area. But if you *do*, don't kid yourself that you can get Western Michigan as a sort of "bonus", from any outside station.

The *fact* is that Western Michigan simply cannot be covered from Chicago or Detroit. The distances alone are formidable. But the chief reason is that we have a Chinese Wall of *fading* around here, and good reception simply demands a closer outlet.

Western Michigan *listens* to WKZO. Read the little box at the left—then ask us or Free & Peters for the full details.

* Jesse Owens, U. S., broadjumped 26 feet, 5-5/16 inches, at the Olympic Games of 1936.

WKZO

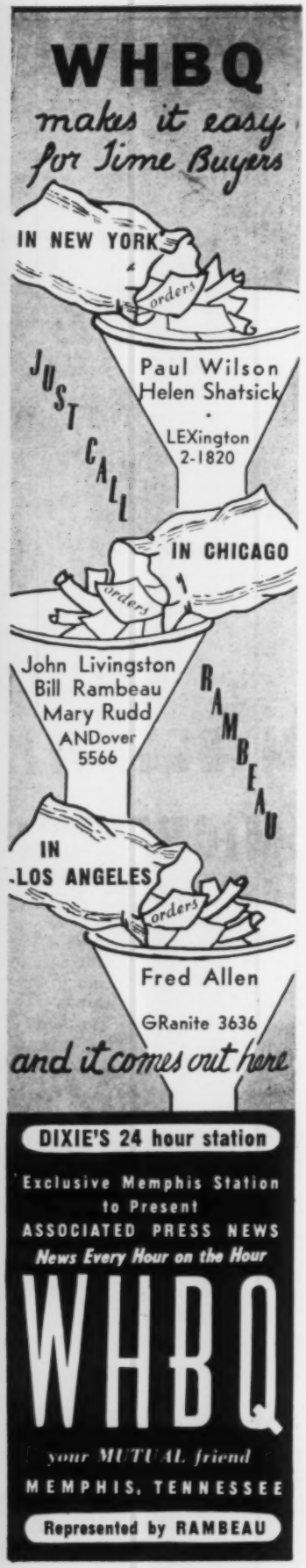
5000 Watts
590 KC
CBS

strongest selling force in Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



BEHIND the MIKE

STAN LOMAX, for his weekly interviews on WOR New York with wounded servicemen from Halloran Hospital, Staten Island, has received a citation of merit from the American Mothers' Committee of the Golden Rule Foundation.

WALTER ROYEN, assistant news editor of WCAU Philadelphia, has left to take over similar duties for NBC Washington.

FRED DARWIN has resigned from the announcing staff of WPEN Philadelphia.

PAUL MILES, formerly of WITH Baltimore, has joined the announcing staff of WIBG Philadelphia.

GRANT (Tex) PICKENS has been appointed program director of KTHS Hot Springs, Ark.

FRITZ BLOCKI, New York radio package producer and freelance writer-director, has moved to 420 Madison Ave.

ED COOPER, former chief announcer for WMBD Peoria, Ill., joined WGN Chicago on June 25.

EDWARD B. HARRIS, known on the West Coast as Brad Harris, has joined the announcing staff of KVEC San Luis Obispo, Cal. He formerly was special events announcer at KGB San Diego.

PHILIP C. SMITH, previously with WKPA New Kensington, Pa., and Martin (Mac) Busch, formerly of WEAF New York and WAIR Winston-Salem, N. C., are now announcers with WPTF Raleigh, N. C.

BOB HOLMES has joined WHAI Greenfield Mass., replacing Charles Schon, resigned.

FARNSWORTH FOWLE, CBS foreign correspondent, returned to this country last Tuesday after 6½ years overseas. After a brief holiday in Vermont, he will return to Europe for CBS.

WARD WILSON, m.c. of WHN New York, is the father of a boy.

RICHARD BEEL, former chief announcer of WBYN Brooklyn, has joined WLIB Brooklyn.

SALLY WARREN, formerly of the NBC press department, has joined the public relations staff of Fawcett Publications Inc., New York.

BOB CALLAN, announcer, formerly of WBT Charlotte, N. C., and WIS Columbia, S. C., has jointed WBYN Brooklyn.

WARREN BROWN, formerly with KPQ Wenatchee, Wash., has joined the announcing staff of KIRO Seattle.

MARILYN McCURDY, former reporter on the *Davenport* (Ia.) *Daily Times*, has joined the news department of WBBM Chicago, as writer.

NORMAN FELTON, formerly with KOMO Seattle, has joined the NBC central division staff as director of dramatic programs, replacing Martin Magner, transferred to NBC New York.

JOHN COOPER, NBC foreign correspondent, has arrived at his post in Honolulu.

LUCILLE HUDIBURG, former assistant supervisor of all-night programs on WABC New York and previously with WGN Chicago, has been appointed assistant producer-director of WCBW, New York television station of CBS. Beulah Lewis, formerly with the Board of Education in New York, has joined the video station as an assistant producer.

Guild Joins TBA

THEATRE GUILD, New York, and RKO Television Corp., New York, has been elected to affiliate membership in Television Broadcasters Assn. Armina Marshall, Guild's administrative assistant, and Ralph B. Austrian, executive vice-president of RKO Television Corp., have been made members of the TBA program committee, which is headed by Worthington C. Miner, television program manager of CBS. Other members of the committee are: Frank C. Norris, director of radio programs for Time Inc.; Julius F. Seebach, WOR vice-president in charge of programs; William Morris, head of the William Morris Theatrical Agency; Paul Raibourn, president, Television Productions; Leon Levine, assistant director of education of CBS; Will Baltin, secretary-treasurer, TBA.

J. M. REYNOLDS has joined the publicity staff of CJBC Toronto. Formerly with E. W. Reynolds & Co., Toronto agency, he has been with the merchant marine and spent a year in England.

JESSE FRENCH, new to radio, has joined the announcing staff of CHEX Peterborough, Ont. Ron Dunn, announcer of CKWS Kingston, Ont., has been transferred to CHEX Peterborough, and is replaced by Gordon Robinson of CHEX.

ROBERT TERRY, former freelance actor and announcer in Hollywood, has joined the announcing staff of KXOK St. Louis.

JACK HANKINS, KXOK announcer, is the father of a girl.

DORIS ANN LUEDKE, former promotion manager of WIZE Springfield, O., has joined the promotion department of WKY Oklahoma City.

RAY OWENS KRISE, head of the INS news section of WFBL Syracuse and public events producer, has been inducted into the Army.

JACK BAKER, for seven years with Don McNeill and the *Breakfast Club* on the Blue Network, has joined KWTO Springfield, Mo.

ERNEST JOHN GILL, for the past two years musical director of CBS San Francisco, has joined Blue Hollywood in a similar capacity, replacing Al Sack. Latter resigned to devote full time to his assignments on sponsored programs.

PHIL WOOLWORTH, former sales analyst for the Ingleheart division of General Foods, has been named program director of WAGA Atlanta.

BILL THIEMAN, formerly on the continuity staff of WCAE Pittsburgh, now in the Army, has been promoted to sergeant, stationed at Camp Polk, La.

EARL GORMAINE replaces William Kendal Clark as script chief of WWJ Detroit. Mr. Clark has transferred to CBS.

ALAN WOODS, Hollywood radio writer, and Helen Franklin of Columbia Pictures Corp. publicity staff were married June 28.

GLAN HEISCH, program director of KNX Hollywood, is the father of a girl.

LEWIS C. PFEIFER, formerly of KTKN Ketchikan, Alaska, has joined KFRC San Francisco as announcer.

ELIZABETH IRISH, office manager of the CBS research department in New York, and the Rev. Arthur Stevens Knapp are to be married in New York July 8.

OSCAR KATZ, CBS assistant director of research, is the father of a girl.

IMMEDIATELY following the news of the B-29 raid on Japan on June 15, CBS put James Stewart (r), network Far East correspondent, on the air with a description of the U. S. air bases in China from which the bombers took off. Mr. Stewart recently returned from Chungking from where he had made numerous trips to observe preparations for the raid. With him at the WTOP Washington studios, where the broadcast originated, is Bob Wood, CBS director of news and special events in Washington.

MARK E. SWINGLEY has joined the staff of WRRF Washington, N. C., as program director.

FRANCES E. KAYE, freelance publicist, formerly associated with Sobol Hartman & Faggen, has been engaged as press counsel by Consolidated Radio Artists Inc., New York. Recently organized radio department is headed by Hi Cooper, producer, and Howard Caraway, director, both formerly with the Blue Network.

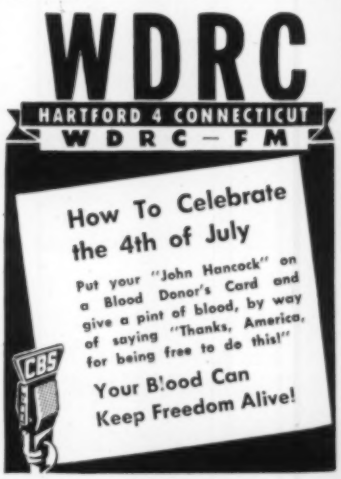
BOB DAVIS, former trade news editor of WOR New York, last week joined the NBC press department as a senior writer.

LYLE REED, announcer, formerly of WINN Louisville, and of WHN-FM, New York, has joined WAAT Newark, N. J.

WARREN ANDERSON, announcer formerly with WKZO Kalamazoo-Grand Rapids, Mich., has joined WING Dayton, Ohio.

ED SHAUGHENCY, KDKA Pittsburgh announcer, is the father of a boy.

TREVOR KELFORD, formerly with the news department of WKEY Covington, Va., has joined the news staff of KXEL Waterloo, Ia.


WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
How To Celebrate
the 4th of July
Put your "John Hancock" on a Blood Donor's Card and give a pint of blood, by way of saying "Thanks, America, for being free to do this!"
Your Blood Can
Keep Freedom Alive!
CBS

A Community* with 97 Downtowns

A COMMUNITY isn't necessarily all in one place. At least the community that WGY serves isn't. It's a whole metropolitan area of 18 busy industrial cities of over 25,000 population, and 79 thriving smaller cities and towns spreading their way chain-fashion all over eastern and central New York and western New England.

Brought together as they are by WGY, they provide one of our nation's choicest single markets. It is a wealthy market worth 3 1/3 billion dollars, in annual earnings, and 1⅞ billion in retail sales. It is a vast market, serving 1,045,717 radio families, with more sets tuned to WGY than to all other stations put together.

And WGY is the ONLY way you can combine this valuable region, *the WGY Community*, into ONE coverage area.

**WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.*

GENERAL ELECTRIC WGY-182

WGY 50,000 watts - NBC - 22 years of service

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

Daly Shoe Plans

DALY BROS. SHOE Co., Boston, has appointed Norman D. Waters & Associates, New York, to handle the first national advertising campaign for Air-O-Magic shoes for men. Spot radio campaign, to start Oct. 1 will include 17 stations and WABD DuMont television station [BROADCASTING, June 26].

Heads Video Group

R. B. GAMBLE, Farnsworth Television & Radio Corp., has been elected president of the Television Producers' Assn., professional group of those actively engaged in the production of video programs in New York. Edwin Woodruff, of WABD, DuMont video station, was elected first vice-president; Bob Emery, WOR, second vice-president; Doug Allen, freelance, secretary; Jay Strong, freelance, treasurer.

Reporter to the Nation

Fulton Lewis, jr.

America's number one news sleuth has dug up more fact-finding news . . . has started more congressional investigations . . . has been quoted more often in the Congressional Record . . . and has more sponsors than any other Radio News Reporter.

● Fulton Lewis is now heard over 200 stations with more than 130 sponsors nightly.

For sponsorship in your city, call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

FREE RADIO THREAT IS SEEN BY GAREY

WARNING that America may lose the "domestic" battle while winning the war, Eugene L. Garey, New York attorney and former general counsel of the House Select Committee to Investigate the FCC, told the Jersey City Rotary Club on June 22 that because of the Commission's "reprehensible and bureaucratic activities" radio, "for all its powerful voice in America . . . has a weak heart."

Radio "has no independence, no freedom, and lives in constant fear of its life," said Mr. Garey. "It dies a thousand deaths every Presidential campaign in expectation of the revenge of some politician or some political group. Because of radio's fear for its life, the politicians kick it around in a fashion beyond belief."

He charged that FCC Chairman James Lawrence Fly was "one of the most effective players" in the Administration's "game of ruthless power politics" and declared that "domination of radio is the first essential step in the destruction of the democratic process and in the establishment of a dictatorship". He asserted that the Communications Act of 1934 is "ambiguous enough" to permit Chairman Fly "to make and alter major policies at will". The law, he added, "gives Fly a life and death strangle-hold over radio".

Mr. Garey quoted from testimony in the House Committee's hearings, charged that the FCC had set up a "Gestapo" to harrass broadcasters, and called upon the Rotarians to "meet" the "domestic foes on the home front" by teaching "our youth about America and her Divinely-inspired institutions . . . that the American Government was designed as a Government of free men."

New Blue Lineup

BLUE network has set up a program service desk and has separated the operations of its production, announcing and script divisions. Ray Knight, production manager, who formerly supervised the various divisions, now heads production only, with Stuart Buchanan continuing as script manager, Ray Diaz as supervisor of announcers, and Frank Vagnoni as manager of the orchestra personnel. As head of the program service desk, Florence Morris, formerly in charge of program bookings, will coordinate all the mechanical operations involved in the production of programs, serving as a central point of coordination and information. Unit includes studio assignment divisions, headed by Bertha Kurtzman; casting and auditions, Helen Hedeman in charge; executive orders headed by Geraldine G. Bohne.

Video License Sought

BREMER BROADCASTING Corp., owner and operator of WAAT Newark, has applied for a commercial television license, said to be the first application of its kind in the state. Studios will be located in the Hotel Sheraton, Newark, Corporation already holds a construction permit for an FM station, WAAW.

ANTI-STRIKE AID

Pittsburgh Stations Call Workers to Pits

WHEN 60 men in the three crews of the "C soaking pits at the Jones & Laughlin Corporation's Pittsburgh works walked out on strike June 14, the 6,000 ton-a-day production was threatened.

After a meeting next day with government conciliators, Naval officers and Union officials, it was believed that the 60 strikers from the soaking pit crews might be induced to resume work on the 4 p.m. shift that day and thus avert the disaster of closing the entire steel works.

Though some of the men could be reached by phone, the idea of turning to radio as the quickest method of getting word to the men on strike occurred to Commissioner Charles R. Ward of the U. S. Conciliation Service. Accordingly, the following spot announcement was prepared: A "meeting is called by the Government officials for the Jones & Laughlin Steel Corp. "C" Pits crew at A. O. H. Hall, 2715 Sarah St., at 2 o'clock this afternoon."

Spot was aired by the Pittsburgh stations (KDKA WJAS WCAE KQV WWSW) with less than half an hour time margin before the noon broadcasts. Of the 60 men the message was intended for, out of a possible 1,000,000 audience, exactly 54 showed up, each man stating he either heard or was told of the radio call. The strikers listened to Commissioner Ward, voted to return to work.

Resort Promoted

SULLIVAN COUNTY HOTELS, a group of resorts in upstate New York, whose summer business was said to have been saved from disaster largely through radio advertising last year [BROADCASTING, Aug. 16], last week returned to the air with a specially transcribed five-minute music program aired three to five time weekly on WLIB WOR WJZ in New York, and on WPAT Paterson, N. J., and with spot announcements on WHN New York. Campaign will run four weeks, and will resume for a similar period after a brief hiatus, promoting Sullivan County as a vacation land and offering gratis a "vacation diary" containing hotel lists. Newspaper advertising is also being used. Agency is Blackstone Co., New York.

More Sponsors HAVE RE-ELECTED WHN THAN ANY OTHER INDEPENDENT STATION IN NEW YORK!

The reason for re-election . . . is *WHN's* platform of Sports, Music and News

Out of 67 active accounts . . . 51 are renewals

Here a few who vote the straight *WHN TICKET* term after term.

• Hearns	12 year term
• I. J. Fox	10 year term
• Adams Hats	10 year term
• Metro-Goldwyn-Mayer	9 year term
• B.C. Remedy	6 year term
• Pepsi-Cola	6 year term
• General Foods	4 year term
• Old Gold	3 year term

Don't wait till fall to nominate *WHN's* 50,000 watts to work for you in America's biggest and richest market. *GET YOUR RESERVATIONS IN TODAY!*

WHN
50,000
1050

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU **1540 BROADWAY, NEW YORK**

Bougainville Changes

NEW TRAFFIC manager of the Armed Forces Expeditionary Service station on Bougainville is Pfc. Eugene E. Perkins, who as a civilian was an announcer with KIDO Boise, Ida. The station operates on 670 kc and is a function of the Special Service Section. Sgt. Jack J. Kruschen, freelance radio and television actor before joining the Army, is now special events announcer with the Bougainville station.

In Kansas City

the Swing is to WHB

... AND IT PAYS advertisers who are wedded to WHB schedules. 'Phone us for availabilities if you're considering spot programs or announcements in this booming market. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

MONTHS: MARCH-APRIL, 1944—KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,288

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI. 8-12 A.M.	6.4	9.5	27.6	17.0	33.1	4.7
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P.M.	12.4	6.6	17.2	29.7	27.0	5.5

CUFF VIEWS VIDEO AS A RETAIL MEDIUM

"TELEVISION is more than the addition of sight to sound," Samuel H. Cuff, general manager of WABD New York, Du Mont television station, declared last Thursday at a visual selling forum conducted by the Display Directors of New York City in cooperation with the National Assn. of Display Industries for the benefit of retail store executives in New York for Market Week June 26-30 [BROADCASTING, June 26].

"Television is not static dead sight; it is animation; it is life itself," Mr. Cuff stated. "Through television a store does not show its merchandise in flat print. It does not show its merchandise on a plaster cast dummy. It shows it on a vivacious living model. It illustrates it; it demonstrates its use, and all in a matter of seconds and all to the accompaniment of persuasive oral selling."

Mr. Cuff said that an intra-store television system can be installed for from $25,000 and up, with additional units and viewing screens added as they are needed. If the cost of a full intra-store installation should exceed $100,000, Mr. Cuff urged the store to add a transmitter to carry the advertising into the homes of the store's customers.

"Actually, adding a transmitter to an intra-store system is a proportionately small expenditure," he said, "and this addition can be used to carry the messages of others into these same homes in the evenings and on Sundays. The revenue which a department store would secure from the sale of this service should within a relatively short time return to the store its entire investment in television."

Scout Executive Lauds Aid Given to Movement

EDITOR BROADCASTING:

We had a most successful one-day 34th annual meeting of the National Council of the Boy Scouts of America at the Waldorf-Astoria Hotel in New York on May 17 with 933 Scouters representing many of our local Councils throughout the United States.

The delegates passed a resolution expressing the appreciation of the Boy Scouts of America to you and your associates for the effective assistance you gave to enable Scouting to reach increasing numbers of boys during the past year.

It is with great personal pleasure, therefore, that I convey these greetings to you and your coworkers. We feel that we could not accomplish our primary objective of character building and citizenship training without the generous and intelligent support so cheerfully given by BROADCASTING.

ELBERT K. FRETWELL
Chief Scout Executive
Boy Scouts of America

TOM MORGAN, commentator of WOV New York, has written a book based on his experiences of 18 years covering Vatican Hill while Rome correspondent of AP and later bureau chief for UP. Titled *Listening Post*, the book was published several weeks ago by G. Putnam & Sons, and has gone into the second edition.

LONG AND SHORT of it got together to exchange viewpoints during conference of Don Lee Broadcasting System affiliates in San Francisco last month. Low and high man respectively are (l to r) Oliver A. Runchey (5 foot 3), manager of KOL Seattle, and Ralph Hanson (6 foot 6), manager of KUIN Grants Pass, Ore.

Electronic News

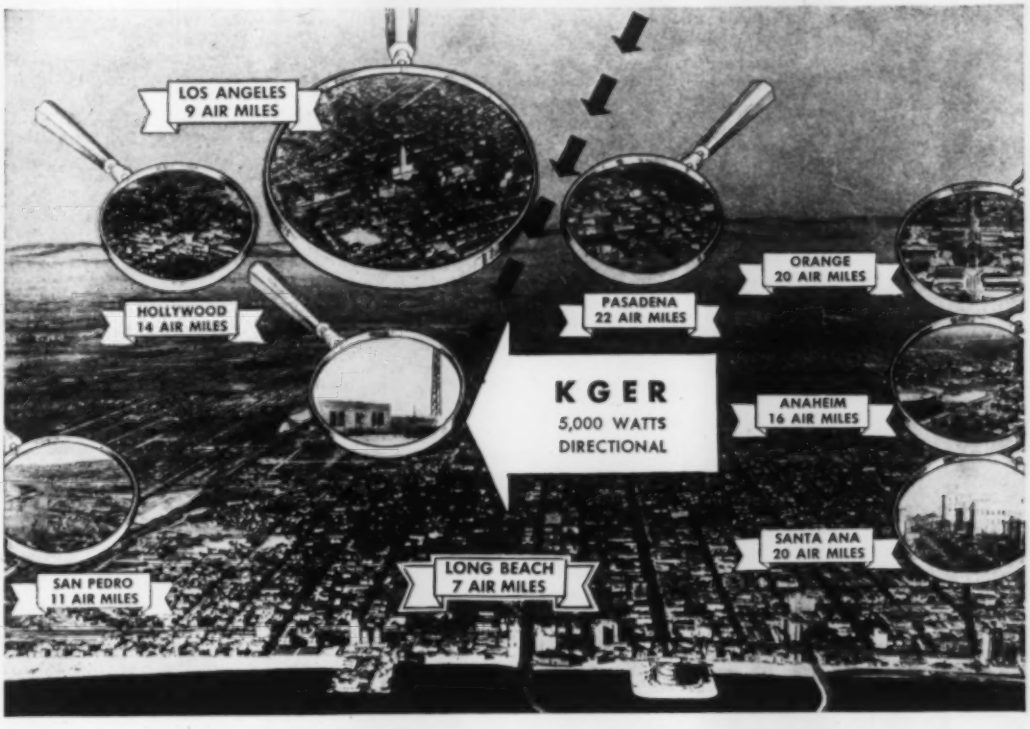
ELECTRONICS Corp. of America, New York, on July 3 starts a five-weekly quarter-hour evening news commentary by William S. Gailmor on WHN New York, under a 52-week contract placed through Shappe-Wilkes, New York. Firm will continue to expand its institutional series of news programs, which started with Johannes Steel on WMCA New York, and recently expanded to WMEX Boston [BROADCASTING, April 17, June 19].

WQXR New York on July 4, Independence Day, will devote its entire music schedule to American compositions. Station devotes about 14 hours of its broadcast day of 15 hours and 35 minutes to music.

A SECOND STAR has been added to the Army-Navy "E" flag won in 1943 by RCA Labs., Princeton, N. J., in recognition of six months of continued achievement in production.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

We're in a Spot! (ON PURPOSE)



RIGHT IN THE MIDDLE OF THE GREATEST MARKET IN THE WEST

Los Angeles PLUS *Long Beach!*

READING GLASS PAPERWEIGHT

Free!

Let us send you one of these combination reading glass-paperweights absolutely free. Keep it on your desk —you'll find many uses for it. Write for yours today —address KGER, 643-B South Olive St., Los Angeles 14, California.

When the site for KGER's new 5,000 watt RCA transmitter was selected, exhaustive tests were conducted first to find the location which would enable KGER to get the best possible coverage of *both* Los Angeles and Long Beach. We found the perfect spot near Compton (see above) ... literally surrounded by prosperous, busy communities and humming war plants. More than 4,000,000 people live in this area, including more than a million war-workers. Incomes are at an all-time high. *KGER completely covers this great market!*

Through the years, KGER's unusual type of programs has built a large and extraordinarily receptive audience. KGER's rates for reaching the Los Angeles-Long Beach market are among the lowest of all Southern California stations. Every national advertiser and advertising agency should know the complete facts. We'll gladly give them to you.

LOS ANGELES
LONG BEACH

"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES

Gottlieb to Y&R

LESTER GOTTLIEB, since 1936 publicity director of MBS, has resigned, effective next month to become director of radio publicity of Young & Rubicam, at New York headquarters. He will succeed Bill Thomas, who has resigned, and will report to Hubbel Robinson, vice-president in charge of radio, and to William Jenkins, director of public relations. His successor at MBS has not been announced. Mr. Gottlieb, 31, joined WOR in 1935 after having served as radio editor of *Newsweek* and shifted to MBS in 1936 as publicity director.

Agencies

MAXINE KEITH has been named radio director of Caples Co., New York. Writer and producer of programs for New York stations for the past ten years, Miss Keith is now heard on Mutual, and will continue her morning *From Me to You* broadcasts on the network.

WALTER WICKER, who operated his own production agency, Walter Wicker Productions, Chicago, together with Irna Phillips, radio writer, several years ago, has re-entered radio as head of the radio department of Compton Adv., Chicago, supervising Crisco's radio-newspaper program.

HOWARD E. WILLIAMS, account executive of Erwin, Wasey & Co., San Francisco since 1938, formerly head of his own advertising agency, has been named manager of the San Francisco office of Young & Rubicam, New York. It was also announced that Robbins Milbank, agency's San Francisco manager, had been named to supervise creative, research and merchandising work for Y&R on the West Coast.

BOTSFORD, Constantine & Gardner, San Francisco, has announced formation of a client council designed to give increased service to clients.

ACE PRODUCTIONS, new San Francisco advertising agency with headquarters at 420 Market St., has been organized by Graham Gladwin, announcer-producer. Telephone is Sutter 8854. Firm will specialize in radio production and promotion, servicing the entire Pacific Coast area. Staff personnel includes Vernon Crockett, sales promotion; Robert Bell, technical director; Bernice Marsters, art director. Accounts being serviced include Pacific Tent & Awning Co.; San Francisco; Kerr Rug Co., Fresno, Cal.; A. W. Barnhart Co., New York.

JOE RINES, director of *Abie's Irish Rose*, Procter & Gamble Co. program on NBC, has taken on additional duties as vice-president in charge of the newly organized radio department of Gale Inc., New York talent agency. He will supervise development of talent and package shows for radio.

ROBERT REINHART Jr., former sales and advertising manager of Jules Chain Stores Corp., New York, clothing and jewelry concern, has set up an advertising agency under his own name at 277 Broadway, New York. He will service retail stores and manufacturers of apparel, Radio is already contemplated for one account.

LAWRENCE H. TERZIAN, former promotion manager of the departmental advertising staff of McGraw-Hill Publishing Co., has joined the copy staff of Atherton & Currier Inc., New York.

REFRESHING RADIO routine, Marine Pvt. Benjamin J. Green, former H. W. Kastor & Sons Adv. Agency, Chicago, radio director, takes time out from training duties at Marine Corps San Diego, Cal., Recruit Depot to read script used for *Halls of Montezuma*, weekly Marine Corps series originating from the California Marine base.

WILLIAM K. SALFSTROM, formerly with the National Opinion Research Center of Denver U., last week joined the research department of Compton Adv., New York.

FRANK H. KAUFMAN, former director of advertising and public relations of S. H. Camp & Co., Jackson, Mich., makers of surgical garments, has opened an advertising office under his own name at 350 5th Ave., Empire State Bldg., New York. Telephone is Chickering 4-5798.

MARY MADDOCK, copywriter, formerly with Joseph Katz Co., New York, and World Broadcasting System, New York, is now copy director of Redfield-Johnstone, New York. She joined the agency several months ago, replacing Beatrice Mabry, who has just joined the copy department of Moser & Cotins Adv., New York, as head of creative work on women's accounts.

VINCENT F. AIELLO, formerly of Grey Adv., New York, and Dorothy Kennedy, formerly with Gimbel's Dept. Store, New York, have joined the copy staff of Arthur Kudner Inc., N. Y.

J. ARCHER KISS, formerly of Montgomery Ward & Co., has joined the copy staff of the Phil Gordon Agency, Chicago.

MacFARLAND, AVEYARD & Co., has moved its New York office to 10 Rockefeller Plaza.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

Sell America's New Industrial Frontier With

WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity with June S-M city index of 160.0.

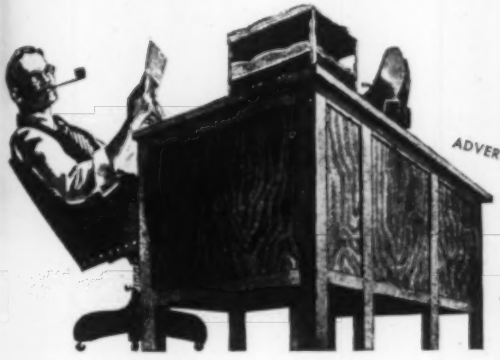
★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL *Knoxville*
NBC FOR EAST TENNESSEE
JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

SPOTS IN THE MORNING?
SPOTS IN THE EVENING?
ASK A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

WSLI
JACKSON MISSISSIPPI
JACKSON
YOUR STABLE MARKET
Mississippi's effective buying income, for the 12 months ending September 30, 1943, had reached $1,074,426,000. In 1942, the state's effective buying income increased 180 per cent over 1939. Remember, WSLI offers you effective coverage of this "Double-Return" market—at less cost.
BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET



ADVERTISING

SALES PROMOTION

MERCHANDISING

THIS ONE DID!

RALPH C. BUSBEY Advertising AGENCY
316 WATER STREET
AKRON 8, OHIO
Franklin 2104

Mr J P Williams
Radio Station W I Z E
Springfield, Ohio

April 25, 1944

Dear Mr Williams:

Because of the splendid results shown by the Burkhardt Brewing Company's Master-Blended evening programs on WIZE featuring the Burkhardt Melody Four and Texas Rangers, we would like now to add additional periods "across the board" each week to reach your noon-time listeners.

I would like to get the additional schedule going by May 1 if possible, so advise me promptly as to your availabilities.

Very sincerely

Ralph C. Busbey
President
THE BUSBEY ADVERTISING AGENCY

R C Busbey
FR

Weed & Co.
National Representatives

●

Blue Network

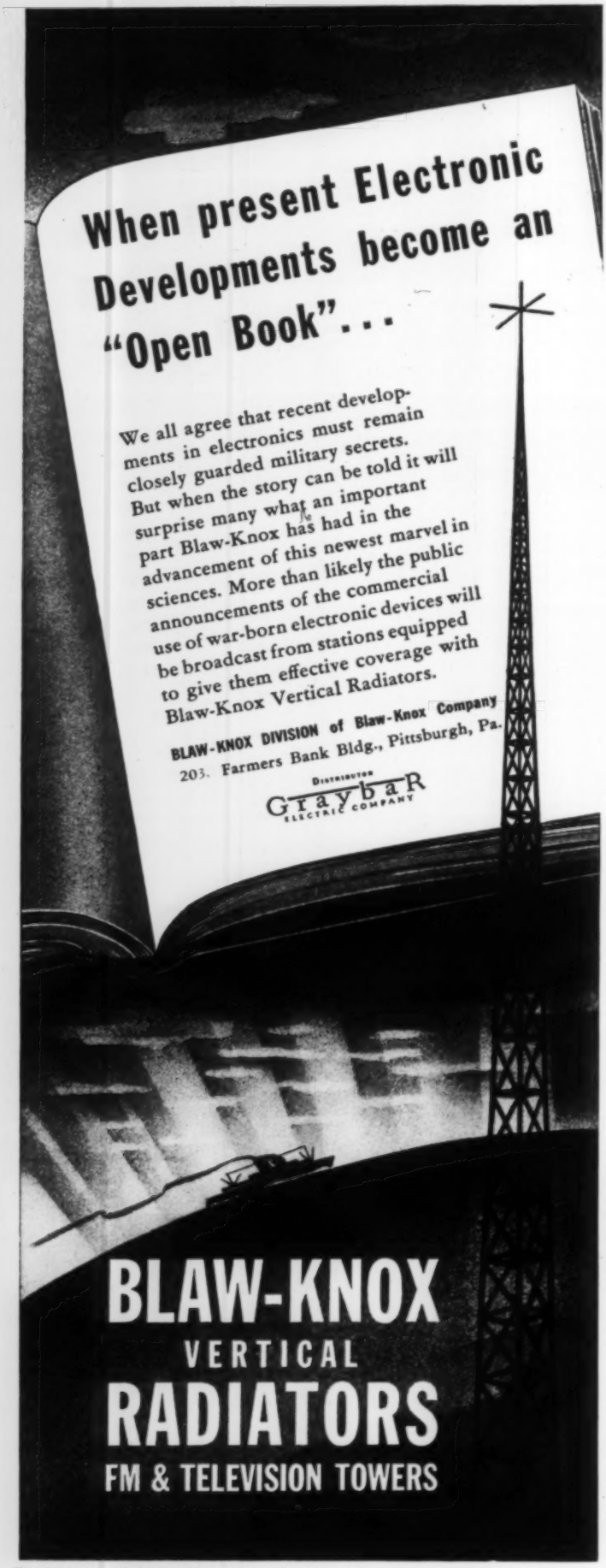
Letters like this tell a powerful story of WIZE's effectiveness as Springfield's number one advertising medium. To cover and sell this market you need WIZE. No other medium or outside station can do this.

Write today for availabilities.

WIZE
Springfield, Ohio

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President


When present Electronic Developments become an "Open Book"...
We all agree that recent developments in electronics must remain closely guarded military secrets. But when the story can be told it will surprise many what an important part Blaw-Knox has had in the advancement of this newest marvel in sciences. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knox Vertical Radiators.
BLAW-KNOX DIVISION of Blaw-Knox Company
203. Farmers Bank Bldg., Pittsburgh, Pa.
Distributor
Graybar
ELECTRIC COMPANY
BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

DON COUPER, former advertising director of Loft Candy Co., is now operating an advertising agency under his own name at 441 Lexington Ave., New York. Radio advertising will be handled along with other media.

GERALDINE SCHULTZ, supervisor of Walgreen department continuity, Schwimmer & Scott, Chicago, on June 23 was married to Air Corps Sgt. Robert Sexton.

HARRY J. DEINES has resigned as advertising manager of the Electronics Division of General Electric Co., Schenectady, to join Arthur Kudner Inc., N. Y.

THOMAS B. MOODY, formerly of McCarty Co., Los Angeles agency, has joined Ruthrauff & Ryan, Hollywood, as account executive. He replaced Charles Bowes, on leave to attend the U. of Colorado Japanese Language School at Boulder.

AL SCALPONE, for the past year civilian member of Armed Forces Radio Service, Los Angeles production staff, has rejoined Young & Rubicam, Hollywood, as program supervisor.

JOSEPH MAXFIELD Co., Providence, R. I., has moved to 87 Weybossett St.

JANE ALLISON, formerly on the copy staff of WIRE Indianapolis, has joined the copy writing staff of Ivey & Ellington, New York.

WILLIAM P. MALONEY, director of publicity for BBDO New York, has been elected president of the Publicity Club of New York.

Chap Stick Appoints

CHAP STICK Co., Lynchburg, Va., has named Lawrence C. Gumbinner Adv., New York, as agency. Firm has used spot radio in the past, but none is contemplated at the moment.

"But we have six* better ways to get Atlanta folks to tune to WAGA!"

* CAR CARDS, NEWSPAPER ADVERTISING AND PUBLICITY, BILLBOARDS, The WA-GAzette and COURTESY ANNOUNCEMENTS

WESTINGHOUSE PUTS CARR IN RADIO POST

RICHARD C. CARR has been named manager of institutional advertising for Westinghouse Electric & Mfg. Co., it was announced last week by G. Edward Pendray, assistant to the president of Westinghouse. Mr. Carr, who joined the company in 1943 after managing the war housing division of Libby-Owens-Ford Glass Co., will be responsible for Westinghouse institutional copy, the commercials for the company's radio programs and the public relations production department.

Mr. Carr

After graduating from Yale in 1924 with a B.S. degree he became contact man for Sun Advertising Co. and later sales and advertising manager for Hixon-Peterson Lumber Company.

Compton Changes

COMPTON ADV., New York, in a realignment of its media and radio executive personnel, has appointed Murray Carpenter, formerly head radio timebuyer, as media supervisor on all Procter & Gamble business. Frank B. Kemp who has handled all net timebuying, becomes head radio buyer in charge of network and spot buying. Edward Federer continues as media supervisor. He is responsible for all Compton accounts except P&G. Lewis Titterton continues as head of the radio department and Gil Richards as vice-president and media director.

Institute Plans

NEWSPAPER INSTITUTE of America, New York, will promote its newspaper-writing correspondence course through Sunday newspackages of four quarter-hour and ten-minute programs on WMAL Washington, for 52 weeks beginning July 9, and on KGO San Francisco. Commercials invite listeners to send for a free writing aptitude test, specifying that they must pass the test to subscribe to the course itself. Newspapers and magazines are also used in the campaign, placed through Kaplan Siesel & Bruck, New York.

KOVERAGE
RESULTS
OUT-DISTANCES COMPETITION
DIVIDENDS FROM ISOLATION
The popular CBS Station
EL PASO, TEXAS
Dorrance Roderick, Owner Val Lawrence, Mgr.
HOWARD H. WILSON CO., National Reps.

what makes a . . .

EXCLUSIVE

CLEVEREST carpenter of the woods, the woodpecker is EXCLUSIVE because of his chisel-shaped beak . . . his "house-building" genius, his tail. Four toes, arranged in two pairs, suspend his body in front, supports it behind, while at work. His stiff-pointed tail acts like a tripod's third leg.

WHAT MAKES K-O-Z-Y EXCLUSIVE? The only independent FM voice today in a potentially great FM market. KOZY is busy now previewing postwar product projects like yours. Get Rate Card 3 . . . add this EXCLUSIVE AUDIENCE to YOUR NEW SALES EFFORT . . . plan BIGGER RESULTS with KOZY!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

The Pioneer of FM in the Kansas City Area

TAKIN' A FLYER ON BET (Ky.)?

Bet (Ky.) is a sure-enough town—but as a market for merchandise it's certainly not a very good gamble. On the other hand, the Louisville Trading Area is a red-hot sure thing—has 35.5% *more* buying power than the rest of Kentucky *combined!* . . . And here's another hot tip: WAVE completely covers this area for *far less* than the cost of any other medium! Ergo: for *results*, put your dough on Louisville and WAVE!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Radio Advertisers

WALGREEN Co., Chicago (drug stores), renewed sponsorship June 27 of its series of 6-weekly, 5-minute spot announcements over WGRC Louisville, and June 26 of 7-weekly, 5-minute spot announcements on WAVE KWK KXOK WMC WMPS. All contracts are for 52 weeks. Agency is Schwimmer & Scott, Chicago.

RICH'S INC., Atlanta (dept. store), expanding its schedule on WGST Atlanta, has added a new summer thrice-weekly program *Camping Trails*, broadcast remote from North Fulton Park.

RED DOT FOODS, Madison, Wis., has placed its advertising account with Arthur Towell Inc., Madison. Plans are said to include radio.

NORMAN S. WRIGHT Co., Toronto (Fertabs plant food), is using spot announcements in a seasonal campaign on CKCL Toronto. Account was placed by A. J. Denne & Co., Toronto.

JOHN PUHL PRODUCTS Co., Chicago (Fleesy White bleach), will renew sponsorship July 3 of participation on *Sunrise Salute*, 6-6:55 a.m. (CWT), and *Housewives' Protective League*, 4-4:30 p.m. (CWT), Mondays through Saturdays, on WBBM Chicago. Contract is for 13 weeks. Agency is Roche, Williams & Cleary, Chicago.

DOMINION of Canada, Department of Munitions & Supply, Ottawa (coal conservation) has started live spots daily on a large number of Canadian stations. Account was placed by R. C. Smith & Son, Toronto.

SHOP TALK was the theme of the *Connecticut Forum* when a half-hour program devoted to "Radio and the Part it Plays in Advertising" was broadcast on the Connecticut State Network with the network station and commercial managers participating. The White-Wheeler Bill, lengthy commercials, local programming, television all came in for spirited discussion for the listeners' edification. Seated around the table clockwise are: S. J. Paul, BROADCASTING, guest moderator; Ivon B. Newman, WNLC New London; Dewey H. Long, WELI New Haven; where the broadcast originated; James Milne, WNAB Bridgeport-WATR Waterbury; Ralph Dellaselva, producer of the series; and Harold H. Meyer, who is manager of WSRR Stamford as well as president of the network.

PILLSBURY Flour Mills, Minneapolis, has renewed for 52 weeks *Saturday Smorgasbord* on KSTP St. Paul-Minneapolis. Agency is McCann-Erickson, Minneapolis. Northwestern National Life Insurance Co., Minneapolis, is sponsoring a 52-week schedule of thrice-weekly station breaks on KSTP. Account placed through BBDO Minneapolis. Paramount Picture Corp. has started for 52 weeks a twice-weekly schedule of spot announcements. Lambert Pharmacal Co. has renewed for another 13 weeks on KSTP thrice-weekly *Noon News* for Listerine tooth powder.

OSCAR MAYER & Co., Chicago (meat packers), has contracted 10 quarter-hour programs and one half-hour program weekly over WBBM Chicago. Starting July 3, company sponsors quarter hour *Musical Clock*, Mondays thru Saturdays; a quarter hour news broadcast, Mondays, Wednesdays Fridays and Saturdays; and beginning July 8, a new half-hour transcribed series of western stories for children, *Lightnin' Jim*, Saturdays. Agency is Mitchell-Faust Co., Chicago.

KELLING NUT Co., Chicago (Double-Kay nuts), has named Schwimmer & Scott, Chicago, to handle its advertising. No radio is planned at present.

PETER FOX BREWING Co., Chicago (beer), began sponsorship June 3 of a quarter hour review of all major race-track news, *Sports Resume*, Mondays thru Saturdays, on WAIT Chicago. Contract is for 26 weeks, placed by Schwimmer & Scott, Chicago.

ATLAS BREWING Co. (Edelweiss Beer), has begun sponsorship of a five minute transcribed show with Sam Balter, called *One for the Book*, on WMAQ Chicago, Monday through Friday, 11:15-11:20 (CWT) and a 15-minute newscast with Paul Harvey, Monday through Fridays, 10-10:15, on WENR Chicago. 52 week contracts for both shows were placed through Olian Adv. Agency, Chicago.

RELIANCE TEXTILE Co., New York (shirts), has begun sponsorship of a quarter-hour program featuring Dr. A. L. Sachar, historian at the U. of Illinois, on WMAQ Chicago, Monday through Friday, 12:45-1 p.m. (CWT). The 26 week contract was placed through Wade Adv. Agency Chicago.

ED ROBINSON'S, Noroton, Conn., has appointed Fred D. Yates Adv., New York, as agency for "Have-More Plan", a farm manual and other books. Radio may be used in the fall.

CRACKER JACK Co., Chicago (popcorn products), has begun sponsorship of commercial preceding and following *News of the World*, quarter-hour program, Sundays, on WBBM Chicago. Contract is for 52 weeks, placed by Rogers & Smith, Chicago.

SEAL-COTE Co., Los Angeles (finger nail wax—polish protector), has started using weekly station break announcements on WGN Chicago. Firm renewed for 52 weeks two similar announcements weekly on KFI Los Angeles. Agency is Buchanan & Co., Los Angeles.

COCA-COLA Bottling Co., Sacramento, Cal., has signed with KFBK Sacramento for *Dick Tracy* five-times weekly quarter-hour series broadcast on the Blue as a local cooperative program. Business was placed direct with D'Arcy Adv. Co., Coca Cola agency, supplying the commercials.

Battery Problem

SHORTAGE of workers and not material or machines is the only thing that is holding up production of dry cell batteries for farm radio sets, according to Stanley B. Adams, director of WPB's Consumers Durable Goods Division who addressed a letter to hardware merchants and other dealers in farm radio batteries explaining the lack of batteries. Mr. Adams pointed out that manufacturers who are capable of producing farm radio batteries are engaged in supplying military items to our forces overseas. It was indicated by Mr. Adams that production can be expected to improve by fall.

New Recruiting Song

A MUSICAL composition by Norman Cloutier, "The Voice of the Army" with words by Maj. H. North Callahan, has been designated the official song of the U. S. Army Recruiting Service. Mr. Cloutier is manager of Thesaurus Programs of NBC's Radio Recording Division. Tune is used as the theme song of the same title, of the recruiting program for WACS, nurses and Air Corps Enlisted Reserves, recorded by NBC and broadcast on 800 stations. Under a royalty-free license, the War Department will be permitted to use the song in connection with any recruiting artivities.

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Sleader . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of
WINCHARGER FARM ELECTRIC SYSTEMS
WINCO DYNAMOTORS
WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITY
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

Yes! It actually happens. Canadian families are now hearing the voices of their own loved ones on the battlefronts, thanks to a program service originated by the Overseas News Service of CBC. This enterprising and much appreciated service consists of recordings made right on the scene of battle, the actual sounds of battle forming a terrible background. The recordings are rushed to Algiers, short-waved either via London or direct to Ottawa, where they are re-recorded, and sent out over the CBC leased lines. All this is made possible by the use of PRESTO Recording Equipment, which is used throughout the Canadian Broadcasting Corporation.

Right on the field of battle is the CBC truck with its Presto recorder taking down the sounds of battle, the words of Canadian men *doing the fighting* . . .

. . . Transmitted by short wave to BBC in London, the broadcast is re-recorded on one of the fifty complete Presto recording installations in the British Isles . . .

. . . Short-waved again, this time to CBC in Ottawa, the battle-recorded broadcast is then sent over wire lines to the stations on the CBC networks across the Dominion.

Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY

1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION

Studio Notes

WBZ-WBZA Boston will open their regular summer radio workshop on July 6 and will continue to Aug. 10. Sessions will be held in the Hotel Bradford studios. The free public service is designed primarily for teachers and educators and will give attendants a brief insight into scripts production, business of radio, history of broadcasting, public service programs and the future possibilities of radio.

SERIES of 420 quarter-hour transcriptions featuring Ed MacHugh as "The Gospel Singer" has been released by Harry S. Goodman Radio Productions, New York. Firm also has issued another series of quarter-hour discs, *Personal Problems*, in which Allie Lowe Miles, formerly heard on the Blue, gives solutions to personal problems submitted by listeners.

WILLIAM RAMBEAU Co., Chicago, station representative, has moved to larger quarters at room 1022 on the 10th floor of 360 N. Michigan, Chicago. Mr. Rambeau has also announced the acquisition of a new station, WOCB Cape Cod, a Blue affiliate.

RADIO Writers Guild, midwestern division, has appointed Ben Meyers, Chicago labor attorney, to start a series of negotiations of various writers catagories, according to Pauline Hopkins, Chicago vice-president.

SATURDAY evening concerts, *Chicago Theater of the Air*, WGN Chicago and Mutual Network sustainer, has moved to Chicago's Grant Park for a series of 9 open-air summer broadcasts started July 1.

FULL COVERAGE of the Wisconsin, Indiana and Michigan State fairs will be given listeners by WLS Chicago, according to Glenn Snyder, general manager. The Wisconsin Fair, August 18-27, is the only fair to be conducted on a pre-war scale. The Indiana "State 4-H Club Fair" will meet September 4-5 and the Michigan Fair Sept. 7-8.

FIRST Canadian privately-owned station to have its own war correspondent overseas is CHML Hamilton, Ont., it is reported, which has contracted with Mollie McGee, only Canadian woman war correspondent accredited to both British and American Armies, to cable daily news about service men and women from the Hamilton district.

CFGP Grande Prairie, Alta., has been authorized by the Radio Branch, Department of Transport, Ottawa, to increase power from 250 watts to 1 kw, to shift from 1340 kc to 1350 kc.

WORKERS at the Kaiser Cargo Richmond Yard No. 2, through arrangements with KSFO San Francisco, are given flash news bulletins at noon and 8 p.m. Four months ago the Marinship Building Corp. at Sausalito started picking up the midday edition of the KSFO news.

WBIG Greensboro, N. C., all-soldier program, *On the Beam*, presented by the men of the AAF from the Overseas Replacement Depot, Greensboro, will go on CBS coast-to-coast July 8 for its regular Saturday series.

WCBT Roanoke Rapids, N. C., has installed complete emergency equipment at its transmitter to handle transcriptions, announcements and network lines in event of studio failure.

WIOD Miami, Fla., has disbanded its entertainment unit for the summer, after presenting its *Microphone Parade* to more than 2,400 members of civic clubs and servicemen recuperating after battle action.

Carried the Mail

TOTALLY unaware of radio's Ten Commandments, elderly Joseph Devasp, latest addition to the elevator staff of CKAC Montreal, rushed into on-the-air Studio F the other day to interrupt a dramatic love scene in Kellogg's *Histoires D'Armour* with a loud, "I got a letter here for Mr. So & So".

WINN Louisville celebrated its fourth birthday with a special quarter-hour transcribed program of a dramatized "take-off" on the various departments of the station.

WWL New Orleans has installed a separate control room in the University Room of the Roosevelt Hotel which is used as an audience studio.

PLAQUE award "For Meritorious Service to Music" was presented to L. W. Herzog, manager of WTMJ-WMFM Milwaukee, in be-half of the stations, by the Wisconsin Federation of Music Clubs on the last Sunday program of a 26-week series, *Starring Young Wisconsin Artists*, designed to encourage youth music talent.

CJBC Toronto is installing its new 1 kw CBC transmitter, and expects to go on the air Sept. 1 with its increased power.

CKOV Kelowna, B. C., has subscribed to Press News Ltd., supplying Canadian Press, Associated Press and Reuters news service and special radio features.

KROW Oakland, Cal., has started a series of four transcribed broadcasts of interviews with members of the Oakland Regiment, Volunteer Port Security Force of tht U. S. Coast Guard. Interviews were recorded at the Coast Guard barracks and are designed to acquaint the public of the activities of the men and women volunteers who guard harbor and port installations.

WSAV Savannah, Ga., is presenting a new series of Army programs weekly from Chatham Field Army Air Base. Army talent is used in production and presentation of the half-hour shows.

WING Dayton, Ohio, has installed a new control room in line with the station's remodeling program.

PERSONNEL and studios of WOR New York figure in a *Look Magazine* newsreel recreating radio's handling of the invasion flash news bulletin.

WJR Detroit has received a citation from the Army's Sixth Service Command at Chicago for the part the station played in the Army's air raid warning system.

You can't Cover the Southwest without KWFT

KWFT

5,000 WATTS 620 KC.

Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

COLUMBIA AFFILIATE—Wichita Falls, Texas

Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

ASK DUNNINGER, suggests C. T. Hagman (l), vice-president and general manager of WTCN Minneapolis-St. Paul, to foretell the future of George Higgins (second from left), leaving the station to become manager of KSO Des Moines, recently purchased by Kingsley Murphy, Twin City newspaperman, for Iowa Broadcasting Co. Congratulating Higgins is Rollie Johnson, who will succeed Higgins as sportscaster and will also handle sales in the station's St. Paul office. The famed Blue network mentalist (r) appeared at a dinner for Mr. Higgins at the Lowry Hotel, St. Paul, where 600 gathered to give "Iron Lung" a sendoff.

WAAC Now WINK

FORT MEYERS (Fla.) Broadcasting Co., licensee of WAAC, last Tuesday was granted permission by the FCC to change the call letters to WINK, with Chairman James Lawrence Fly dissenting. At the same time, J. P. Turner, station manager, announced acquisition of the special AP radio wire through Press Assn. Originally licensed as WFTM, station went on the air March 1, 1940, with W. E. Benns Jr., Mrs. W. E. Benns Sr., Fred H. Mellor, Mrs. J. F. Richardson, T. J. Skinner Jr. and O. D. Whitaker as stockholders. On Sept. 9, 1942, the FCC granted permission to transfer control to Donald B. Woodyard, executive vice-president of WING Dayton and WIZE Springfield, O., and Reggie Martin, manager of WIZE. Call letters subsequently were change to WAAC. Station operates on 1240 kc with 250 w as a CBS affiliate.

NBC has established a booking and business office in the program department of the network in New York with Winifred Murphy and Grace Saiffen, respectively, directing operations. C. L. Menser, NBC vice president, will supervise the business office and Tom McCray, Eastern program manager, will supervise the booking office.

Private Video, FM Planned in Canada

Parliamentary Group Studies Possible CBC Competitive Net

PRICE MENTION, political broadcasting, competitive network operations, television, and the formation of a judicial board to regulate broadcasting in Canada, were discussed June 21 by the Parliamentary Committee on Broadcasting, at Ottawa, when Joseph Sedgwick, counsel for the Canadian Assn. of Broadcasters, was questioned by the Committee. Privately-owned Canadian broadcasting stations were ready to do experimental work with television and FM if they would be licensed, Sedgwick told the committee. Under present Canadian Broadcasting Corp. regulations, such licenses may not be given to privately-owned stations.

Asked why Canadian stations would want television, if it is as expensive as reported, Sedgwick stated: "They want to participate in it because they may have to do that or go out of business. If, when new sets become available, sets that combine television and FM are put on the market, it may well be that a few years from now standard band broadcasting will cease to be important, just as silent moving pictures are no longer important. Television and other allied developments may do the same thing to radio. The people who are in the radio business want to stay in it, and if staying in it means erecting different kinds of broadcasting towers and different kinds of studios, they want to do that."

May Change Act

Questioned about the formation of a network mutually operated by privately-owned stations in competition with the CBC network, Sedgwick stated that such stations could provide programs for such a private network without having to be fed sustaining programs by the CBC, and would not come to the government for financial assistance.

Meetings of the Parliamentary Committee are expected to end soon. A meeting, probably the last, was held on June 28. Following this hearing it is expected that the Committee will bring its recommendations before the House of Commons, which may then act to change the Canada Radio Act or recommend changes to the CBC Board of Governors.

WHIT to MBS

WHIT New Bern, N. C., operated by Coastal Broadcasting Co. with 250 w on 1450 kc, will become affiliated with Mutual following installation of line facilities.

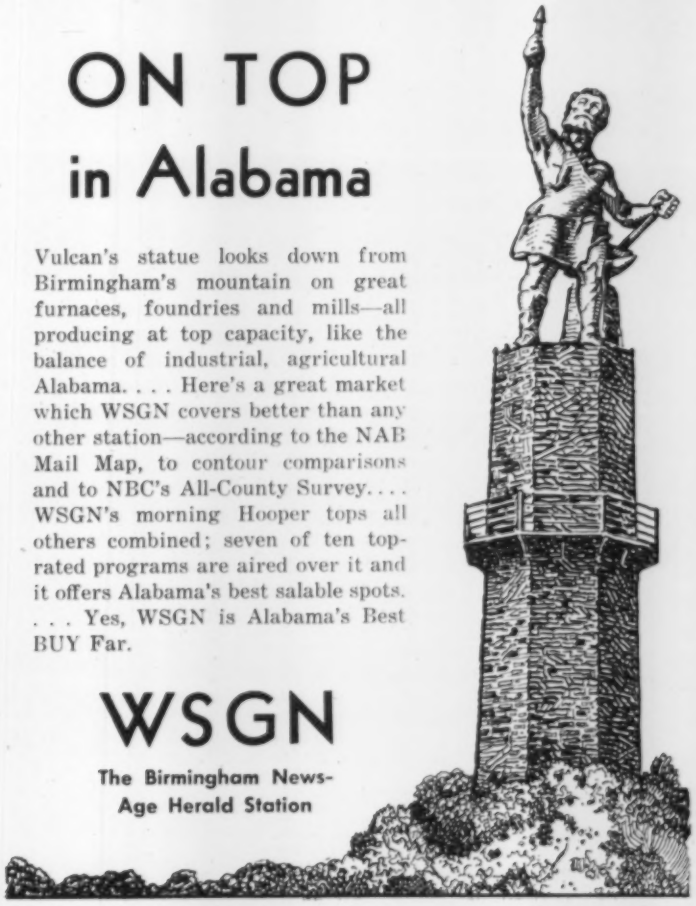
The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

ON TOP in Alabama

Vulcan's statue looks down from Birmingham's mountain on great furnaces, foundries and mills—all producing at top capacity, like the balance of industrial, agricultural Alabama. . . . Here's a great market which WSGN covers better than any other station—according to the NAB Mail Map, to contour comparisons and to NBC's All-County Survey. . . . WSGN's morning Hooper tops all others combined; seven of ten top-rated programs are aired over it and it offers Alabama's best salable spots. . . . Yes, WSGN is Alabama's Best BUY Far.

WSGN
The Birmingham News-Age Herald Station



Represented Nationally by Headley-Reed Company

COLUMBIA NETWORK
WKBW
1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION
DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative
FREE & PETERS, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WRC Washington

Kellogg Co., Battle Creek (Raisin Bran Flakes), 6 *sa* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Lambert Pharmacal Co., St. Louis (Listerine Tooth Paste), 4 *sa* weekly, 13 weeks, thru Lambert & Feasley, N. Y.
Vick Chemical Co., New York 2 *sp* weekly, 52 weeks, thru Morse International, N. Y.
General Baking Co., New York (Bond Bread), 6 *sa* weekly, 52 weeks, thru Ivey & Ellington, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 4 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Hudson Pulp & Paper Co., New York (paper napkins), 3 *ne* weekly, 26 weeks, thru Duane Jones Co., N. Y.
Paramount Pictures, New York, *sa* weekly, 49 weeks, thru Buchanan & Co., N. Y.
Schluderberg Kurdle Co., Baltimore (Eskay Meats), 2 *sp* weekly, 52 weeks, thru Van Sant, Dugdale Co., Baltimore.

KNX Hollywood

Colgate-Palmolive-Peet Co., Jersey City (Colgate dental cream), 3 *sa* weekly, 39 weeks, thru Ted Bates Inc., N. Y.
Casite Corp., Hastings, Mich., 3 *sp* weekly, thru Keeling & Co., Indianapolis.
Mentholatum Corp., Wilmington, Del., 3 *sa* weekly, 39 weeks, thru J. Walter Thompson Co., N. Y.
R. B. Semler Inc., New Canaan, Conn. (Kreml hair tonic shampoo, Gibbs cold cream soap products), *sa*, 52 weeks, thru Erwin, Wasey & Co., N. Y.
Haas-Baruch & Co., Los Angeles (food products), *sa* daily, 52 weeks, thru Robert Smith Adv., Los Angeles.
Guittard Chocolate Co., San Francisco (sweet ground chocolate), 5 *sp* weekly, 52 weeks, thru Shirley Walker Adv., San Francisco.

KFI Los Angeles

William Wrigley Jr. Co., Chicago (chewing gum), 9 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
National Lead Co., San Francisco (Dutch Boy paints), *t* weekly, 13 weeks, thru Erwin, Wasey & Co., San Francisco.
Western Pipe & Steel Co., San Pedro, Cal. (employment), 6 *sp* weekly, direct.

KQW San Francisco

Parrott & Co., San Francisco (Simi wine), 3 *ta* weekly, 26 weeks, thru Blum's Adv. Agency, San Francisco.
Curtis Publishing Co., Philadelphia (Saturevepost), *ta* weekly, 26 weeks, thru MacFarland, Aveyard Co., Chicago.
Beech-Nut Packing Co., New York (gum), *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Lambert Pharmacal Co., St. Louis (Listerine toothpowder), 5 *sa* weekly, 26 weeks, thru Lambert & Feasley, N. Y.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 10 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
O'Cedar Corp., Chicago (Perma Moth), 3 *sa* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
Nehi Corp., New York (Par-T-Pak), 5 *ta* weekly, thru BBDO, N. Y.
Londonderry Ice Cream Co., San Francisco (Ice Cream Mix), 2 *sa* weekly, 13 weeks, thru Allied Adv. Agency, San Francisco.

WABC New York

American Express Co., New York (travelers cheques), *ne* weekly, 13 weeks, thru Caples Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 5 *sa* weekly, thru William Esty & Co., N. Y.
Nedick's Stores, N. Y. (orange drink & food), 3 *sa* weekly, 13 weeks, thru Weiss & Geller, N. Y.
Penick & Ford, N. Y. (Mv-T-Fine pudding), 6 *sa* weekly, thru BBDO, N. Y.
Consolidated Royal Chemical Corp., Chicago (Krank's Shave Cream), 3 *sa* weekly, thru Arthur Meyerhoff & Co., N. Y.
Corinthia Inc., N. Y. (lipstick), 6 *sa* weekly, thru Arthur Rosenberg Co., N. Y.
Interwoven Stocking Co., New York, 6 *sa* weekly, thru United Adv., N. Y.

KTSA San Antonio

Hilex Co., St. Paul (laundry bleach), *sa* weekly, thru McCord Co., Minneapolis.
National Oats Co., Cedar Rapids, Ia., 4 *ta* weekly, thru L. W. Ramsey Adv. Agency, Davenport, Ia.
Plough Inc., Memphis, 3 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

WJW Cleveland

Marshall Drug Co., Cleveland, 55 *ne* weekly, direct.
Zip Abrasive Co., Cleveland, *sp* weekly, 13 weeks, thru James R. Flanagan Adv. Agency, N. Y.
Gulfspray Oil Corp., Pittsburgh, 2 *t* weekly, 32 weeks, direct.

WHN New York

Petroleum Heat & Power Co., Stamford (oil, oil burner service), 5 *sp* weekly, 52 weeks, direct.

WTBO Cumberland

A & P Stores, Altoona, Pa., 22 *ta*, thru Paris & Peart, N. Y.
Gardner Nursery, Osage, Ia., 5 *t*, thru Northwest Adv. Agency, Seattle.
American Chicle Co., 420 *ta*, thru Grant Adv. Agency, N. Y.
Warner Bros., Hollywood, 15 *ta*, 5 *t*, thru Baine-Thompson, N. Y.
Quaker Puffed Grains, Chicago, 130 *ta*, thru Sherman & Marquette, Chicago.
Celanese Corp. of America, Cumberland, Md., 12 *t*, direct.
John F. Jelke Co., Chicago (Jelke Margarine), 13 *sa*, thru Young & Rubicam, N. Y.
Kelly-Springfield Tire Co., Cumberland, Md., 12 *t*, direct.
Fort Pitt Brewing Co., Pittsburgh, 39 *t*, thru BBDO, N. Y.
United Drug Co., St. Louis (Rexall Sale), 4 *t*, thru Street & Finney, N. Y.

KYW Philadelphia

Lambert Pharmacal Co., St. Louis (Listerine toothpowder), 3 *sa* weekly, 13 weeks, thru Lambert & Feasley, N. Y.
Plough Inc., Memphis (St. Joseph Aspirin) 7 *sa* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Johnson &'Johnson, New Brunswick, N. J. (surgical dressings, baby powder), 2 *sa* weekly 13 weeks, thru Young & Rubicam, N. Y.
Campbell Soup Co., Camden, N. J. (Beef Noodle Soup), 12 *sa* weekly, thru Foote, Cone & Belding, N. Y.
Proctor & Gamble Co., Cincinnati (Teel), 3 *sa* weekly, 13 weeks, thru Blow Co., N. Y.

WENR Chicago

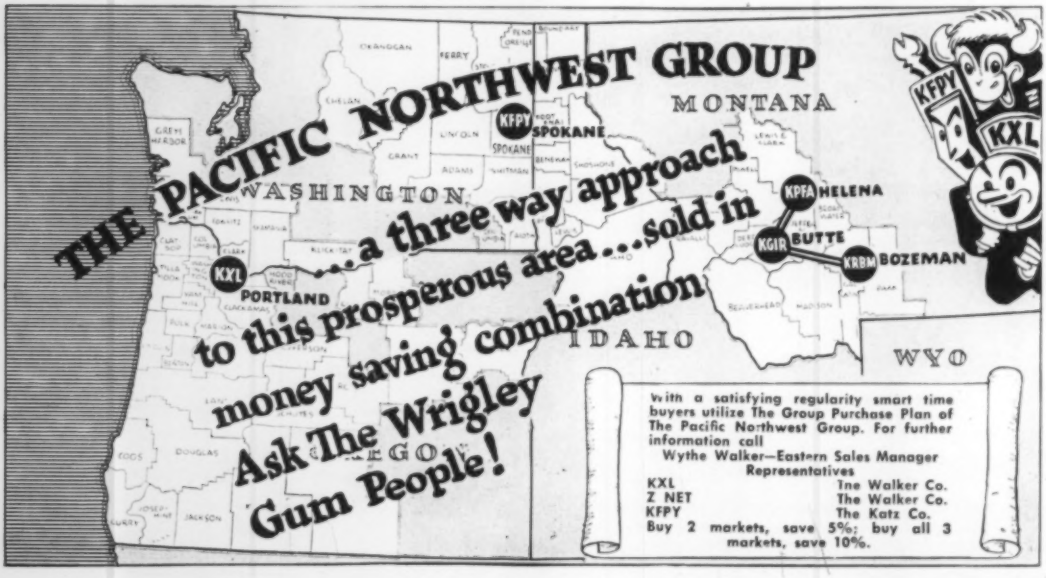
Bookhouse for Children, Chicago, 3 *sa* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
William Wrigley Jr., Co., Chicago (chewing gum), 4 *sa* weekly, thru Ruthrauff & Ryan, Chicago.
Goodall Co., Chicago (Palm Beach suits), 11 *sa* weekly, thru Ruthrauff & Ryan, Chicago.

KPO San Francisco

Swift & Co., Chicago (All-Sweet margarine), 5 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Pure Foods Co., Mamaroneck, N. Y. (bouillon cubes), 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.
American Express Co., New York (travelers' cheques), *sp* weekly, thru Caples Co., N. Y.

KFAC Los Angeles

Daily Made Pet Food Co., Los Angeles (dog food), 3 *sa* weekly, 26 weeks, thru Pacific Adv. Service, Los Angeles.


THE PACIFIC NORTHWEST GROUP
MONTANA
WASHINGTON
IDAHO
WYO
KFPY SPOKANE
KXL PORTLAND
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
...a three way approach to this prosperous area ...sold in money saving combination
Ask The Wrigley Gum People!
With a satisfying regularity smart time buyers utilize The Group Purchase Plan of The Pacific Northwest Group. For further information call
Wythe Walker—Eastern Sales Manager
Representatives
KXL The Walker Co.
Z NET The Walker Co.
KFPY The Katz Co.
Buy 2 markets, save 5%; buy all 3 markets, save 10%.

NEW WGAR POLICY

Laxative, Sponsored Religious Material Banned

TIGHTENING control over its programs, WGAR Cleveland has issued a statement of policy which bans acceptance of laxative advertising copy and commercially sponsored religious programs, adheres to fair news reporting and promotes free discussion of public questions.

"It is our thought that it is to the best interest of radio to leave this type of advertising to other media," said John F. Patt, station vice-president and general manager with reference to laxative commercials. WGAR's statement of policy, which has brought commendation from other stations, follows in brief:

(1) Refuses the acceptance of advertising matter, announcements or programs which may in the station's opinion be injurious or prejudicial to public interest, to WGAR, to CBS or its affiliated stations, or the cause of honest advertising and reputable business; (2) insists that the advertiser guarantee that the broadcasting of its programs will not violate the right of others with the station reserving the right to refuse any such broadcasts; (3) provides that WGAR can refuse to broadcast any program which does not, in the station's opinion, maintain a quality creditable alike to WGAR and the advertiser.

Wins Snapp Award

ANNUAL Josephine Snapp Award, donated by the Chicago Women's Advertising Club to the woman who in the opinion of the judges has made the most outstanding contribution to advertising during the preceding year, was presented to Ester Letzke, director of consumer service, Armour & Co., Chicago, at the 10th Anniversary of the Chicago Federated Advertising Club in joint meeting with Women's Advertising Club of Chicago, Sherman Hotel, June 22. Guest of honor and speaker, Honorable Dwight Griswold, Governor of Nebraska, spoke at the meeting on the subject of "What Will America Do in This Crisis".

CBS Coast Changes

TO EXPAND its Hollywood programming department, CBS has divided its West Coast programming operations between George Allen, former program director of WABC New York, who has been named director of Pacific Network programs, and Glan Heisch, KNX Hollywood program manager. In making the announcement, D. W. Thornburgh, CBS West Coast vice-president, stated the operations would be under continued supervision of Hal Hudson, Pacific Coast program director. Change was necessary, Mr. Thornburgh said, to meet demands of new sponsored shows which have increased 121% over last year.

Cosmetics to RR

KERKOFF Ltd., makers of Djer-Kiss perfume and toiletries, and V. Vivaudou Inc., makers of Mavis Talcum and Bath accessories, which are both subsidiaries of Universal Labs., Long Island City, N. Y., have appointed Ruthrauff & Ryan, New York, as agency. Media plans have not been determined.

HYSTER Hauls the Heavy Stuff

★ SALUTE TO ★
WILLAMETTE HYSTER COMPANY

This great company, a newcomer to Peoria, makes an amazing line of cranes, lift trucks and other heavy material handling equipment.

Hundreds of Karry Kranes were sent to England to help move material in the bombed areas. Fleets of HYSTER Lift Trucks pile, move, and load war cargos throughout the world. Many pieces of standard HYSTER equipment are used on Allied aircraft carriers to move planes, lift and haul huge bombs and torpedoes.

The Willamette Hyster Company's contribution to the war effort has won for it the Army-Navy "E" to which two stars have been added.

NO RE-CONVERSION

As is typical of most Peoria industries, The Willamette Hyster Company should not have a large reconversion problem when the war ends. Then, the same types of equipment that they now supply to the armed forces will again meet the heavy lifting and hauling requirements of a wide variety of industries. At that time the large percentage of HYSTER production which is now sub-contracted can be absorbed by this company to maintain its present level of employment.

The highly paid industrial workers and the prosperous rural population of PeoriArea constitutes a rich market now and a stable and profitable market after the war. Reach this important PeoriArea market composed of 600,000 persons in 16 heart-of-Illinois-cornbelt counties over radio station WMBD.

FREE AND PETERS INC.
National Representatives

WMBD

PEORIA BROADCASTING COMPANY • PEORIA, ILLINOIS

3 Things to Remember about AIR EXPRESS
1. PACK COMPACTLY—to reduce weight and shipping costs
2. SHIP WHEN READY—for earlier delivery
3. DIVIDE BULKY PACKAGES into smaller units for faster handling

A Money-Saving High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on AIR EXPRESS charges. And AIR EXPRESS schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U. S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-7, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

LISTENER SURVEY REPORTED BY WTMJ

SURVEY booklet reporting the results of a coincidental check on Milwaukee listener habits has been issued by WTMJ Milwaukee and sent to advertisers and agencies. "The Same Sweet Story in the Same Sweet Way" is the title of the 16-page booklet.

Based on 18,423 completed telephone calls out of 24,902 calls attempted, the survey reported the answers to two basic questions: Is your radio set turned on? To what station were you listening? There was no reference made to WTMJ or the *Milwaukee Journal*. All calls were made in the name of the Radio Research Bureau.

First three pages of the booklet tell the methods of the survey, followed by several pages of charts, with times broken into quarter-hour periods and percentage of "at home" and "sets on", and listening to WTMJ and six other key stations in the Milwaukee area. Chart No. 1 shows a five-day average of daytime listening habits in the Greater Milwaukee area; chart No. 2 lists Saturday listening; chart No. 3 gives Sunday preferences; chart No. 4 reflects nighttime listening habits. A recall survey was held for programs broadcast after 10:30 p.m. (CWT).

WMC Book Tells Where Ex-GIs Fit Into Radio

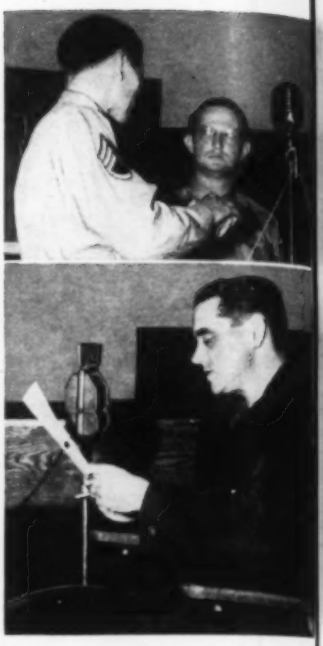
DISCHARGED Army veterans who have had certain technical experience in military life may be utilized in several fields of radio, according to an occupational guide soon to be issued by the War Manpower Commission for placing military personnel in civilian jobs. Among typical jobs to which discharged veterans can be referred, the WMC suggests that Army communications chiefs might become, with brief training, radio-news copy-men; electricians, power turret and gunsight specialists might be fitted into radio repairmen jobs; light and medium tank crewmen may become radio dispatchers and operators; and radar and radio mechanics would serve as radio repairmen and radio installers.

The guide, a 500-page volume entitled "Special Aids for Placing Military Personnel in Civilian Jobs", is expected to be ready for distribution through the Government Printing Office, Washington, in July.

KGO-Blue News Room

THE BLUE NETWORK has set up its own newsroom at KGO San Francisco, Blue owned and operated station, and has placed Henry Orbach, formerly of KFEL Denver, WKY Oklahoma City and KARK Little Rock, in charge. News facilities have heretofore been shared with NBC. The Blue operates its own newsrooms in New York under the direction of John T. Madigan, in Chicago, under Gene Rouse., and in Hollywood with John C. Robb as manager. Network uses the news room of WMAL, Blue Washington affiliate, with William Neel as editor in charge.

KASPER-GORDON, Boston, producers of transcribed radio programs, has announced release of a new radio series for fur retailers, *Furs on Parade*, to consist of 26 programs.



DIRECT FROM PATIENTS' recreation hall at the Battey General Hospital in Rome, Ga., a quiz program, *What's the Answer, Soldier*, is broadcast weekly over WRGA Rome with an audience of wounded veterans participating. In upper picture, S/Sgt. Vaughn A. Kimball of the Army public relations staff and former commercial manager of KGNO Dodge City, Kan., quizzes Pvt. Henry A. Grady Jr., a Clinton, N. C., lawyer who is a patient. In lower photo, Pvt. Don Clark, a wheel chair patient and former newscaster at KGNC Amarillo, Tex., announces the show which he designed and has handled since its inception a month ago. Another weekly show from the hospital, *Battey General Is on the Air*, handled by S/Sgt. Kimball, is on WRGA.

'Jury' Revised

LOCAL INTEREST is being added to *The American Woman's Jury* sponsored on MBS by Lewis-Howe Co., St. Louis, for Tums, by supplementing the regular women's jury originating in Boston with local women juries in certain cities where the program is heard. Starting July 6, local women will be guests of the sponsor at a luncheon preceding the broadcast. After the radio verdict is given from Boston, where the program originates, a switch will be made to the guest jury location where the forelady will give the verdict of the local representatives. Stations which will participate in this arrangement so far include WCAE KHJ KFRC WOLF WGN WOR WHK KOCY. Agency is Roche, Williams & Cunnyngham, New York.

Filmedia Expands

FILMEDIA Corp., New York, producer of television and educational films, has reorganized with increased capital for immediate expansion in the production of package film television programs, Sherman Price, president, has announced.

NEW LETTER CONTEST for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST #1!

Yes sir, guys, the hundreds of letters received were so swell that *double* first prize winners had to be awarded each of the first four months and there were *triple* first prize winners the fifth and last month . . .

SO—HERE WE GO AGAIN!

Get in on this NEW letter contest—write and tell us your *first hand* experiences with *all* types of Radio Communications equipment built by Hallicrafters including the famous SCR-299!

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.) . . . For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. . . . Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. . . . Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.

BUY MORE BONDS!

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
4 GROWING MARKETS
GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

20-Second Chain Breaks Now Included In OWI War Message Transcriptions

BEGINNING today (July 3) all OWI war message transcriptions sent broadcasters under the Station Announcement Allocation Plan will contain 20-second chain breaks as well as the regular 50-second sponsorable messages, John D. Hymes, deputy chief of the Domestic Radio Bureau, announced last week.

Decision to include the short spots was made at a meeting about six weeks ago with representatives of OWI regional station relations offices as the result of a poll of station preferences [BROADCASTING, May 22].

New Notation

In the past, Mr. Hymes explained, all OWI transcription platters have contained nine 50-second announcements on each side, covering three different campaigns. Under the new arrangement there will be six 50-second announcements and three of 20 seconds, with each campaign assigned two 50-second spots and one chain break.

In addition, the transcription credit will be included in the recorded 50-second announcements which will carry the notation: "This transcribed announcement from . . . (name of Government agency) . . . is brought to you as a public service." In cases where the message is sponsored by an advertiser, the station announcer will add ". . . and comes to you through the courtesy of . . ." or similar sponsorship identification.

Inclusion of the transcription credit in the record, Mr. Hymes said, is to identify the message as a transcription and to show that the station is contributing time, except where the spot is sponsored.

No transcription credit is included in the 20-second chain breaks. Stations will add identifications to the recorded messages. These spots are not suitable for sponsorship.

Assumes New Post

E. R. VADEBONCOEUR, program director, news analyst and commentator of WSYR Syracuse, N. Y., last week assumed his new duties as vice-president of Central New York Broadcasting Corp., licensee of the outlet. He succeeds Fred R. Ripley, who resigned in early April to become general manager of WPRO Providence, R. I. Mr. Vadeboncoeur has returned from a six weeks tour of several major battle areas.

STEWART-LOVICK, Vancouver advertising agency, has announced that the company's radio director, Fred McDowell, has received a picture plaque award from the British Columbia and Yukon division of Canada's National War Finance Committee for his *Bond Band Wagon* show, produced for each of the last three Canadian bond drives.

Getting Impressions

(*Continued from page 13*)

ship figures, as previously indicated.

Next, some adjustment of radio figures is necessary to allow for the factor of sponsor identification. The degree of sponsor identification which can be established depends partially on repetition—substantially on the skilled use of the medium.

A third important factor is the nature of the product and the scope of its market. If you have been running a newspaper ad with the headline "Scrawny Arms?" and getting 50 readers per dollar, you must look at the number of listeners per dollar you would get through radio and endeavor to determine how many of them would be people conscious of having scrawny arms. But if you are selling a product of universal daily use—like soap or cigarettes—then you can figure that almost all of your radio homes are potential customers.

To sum up, the quantitative data presented in this article are not an ending-up point, but a jumping-off point from which the individual advertiser can make his own comparisons of these two media as they fit into his own particular picture.

NORTON MADE HEAD OF PRESS WIRELESS

RESIGNATION of Joseph Pierson, prime mover and first official of Press Wireless Inc., cooperatively operated radio communications company, as president, and appointment of A. Warren Norton of Boston as his successor, was announced last Thursday in Chicago.

Reason for Mr. Pierson's resignation was not given. He was instrumental in organizing Press Wireless in the late twenties, while serving as telegraph editor of the *Chicago Tribune*, and was the key witness at hearings before the Federal Radio Commission.

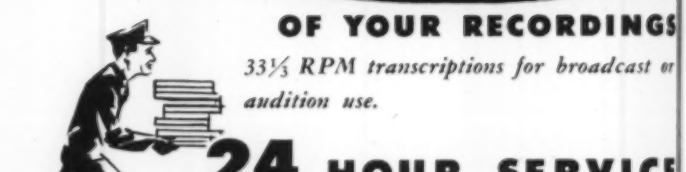
The company handles radio pick-ups from certain foreign points, furnishing news and picture facilities via radio for newspapers, press associations and stations.

Mr. Norton, who has been vice-president and director of Press Wireless and the shareholder representative of the *Christian Science Monitor*, is former manager of the Christian Science Publishing Society and of the *Monitor*. He took office as president and general manager of Press Wireless July 1. Press Wireless is currently transmitting about 50,000 words a day direct from France to the U. S.

Television Booklet

CBS arguments for the immediate postwar application of wartime electronic progress to television are presented for advertisers and agencies and answer form in a booklet, "Prewar vs. Postwar Television".

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
— packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

History of Communications Number Seven of a Series

EARLY COMMUNICATIONS BY AIR

While electronics use the ether and other media, one of the most speedy methods of communications in the early days was through the air by carrier pigeon. With a finely printed note fastened to the leg, these birds faithfully reached home to bring in the latest news events and stock market reports.

Today news commentary reaches into your homes in a flash of a second via electronic voice communications making use of the various types of Universal broadcast microphones. This being a modern age, the battle front is brought into the homes of the informed peoples of the democracies via military microphones such as those now being manufactured by Universal for the Allied Armed Forces.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L. B. Wilson STATION

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

Pepsodent Retains Present Operation

Acquisition by Lever Not to Affect Policies, Personnel

PEPSODENT Co., Chicago (dentifrices), has been acquired by Lever Bros. Co., Cambridge, Mass., it was announced jointly June 29 by Frances A. Countway, president of Lever, and Charles Luckman, president of Pepsodent Co. Price was said to be about $10,000,000.

The acquisition creates no change in respective personnel of two companies. Operating as a separate division of Lever, and continuing under the direction of Mr. Luckman as president, Pepsodent headquarters and plant will remain in Chicago. The Pepsodent management will retain direction of all phases of operation. All plans and policies will be continued.

The entire drug sales department of Lever will be merged with the Pepsodent organization by the end of this year with Drug Sales handling the distribution of Pepsodent products and Lever Bros. Vimms and Lifebuoy shaving cream. In addition, Drug Sales organization will handle distribution in the drug field of Lux toilet soaps, Lifebuoy and Swan.

Radio Lineups

As far as could be learned last week there are no plans for any immediate changes in advertising plans or in the line-up of agencies in charge of the advertising of the various Lever Bros. products: Ruthrauff & Ryan, New York, for Rinso, Spry, Lifebuoy soap and shaving cream; J. Walter Thompson Co., New York, for Lux and Vimms; Young & Rubicam, New York, for Lipton's tea, Swan; BBDO, New York, fo Gold Dust and Silver Dust; Foote, Cone & Belding, Chicago, for Pepsodent.

One of the heaviest users of radio time, Lever Bros.' network schedule currently includes: Rinso —*Boston Blackie* (summer replacement for *Amos 'n' Andy*), NBC, Fri., 10-1:30 p.m.; *Big Sister*, CBS, Mon. through Fri., 12:15-12:30 p.m. Lifebuoy — *Charlie Chan* (summer replacement for Bob Burns), NBC, Thurs. 7:30-8 p.m. Spry, *Aunty Jenny's Real Life Stories*, CBS, Mon. through Fri., 11:45-12 noon. Swan — *Bright Horizon*, CBS, Mon. through Fri., 11:30-11:45 a.m.; *Burns & Allen* (currently off for 8 weeks, returning Aug. 15), CBS, Tues., 9-9:30 p.m. Lux—*Lux Radio Theatre* (going off for summer July 3, returning Sept. 4), CBS, 9-10 p.m. Vimms —*Frank Sinatra* (off for summer, resuming Aug. 16), CBS, Wed., 9-9:30 p.m.

Many of the network shows carry tie-in announcements for other Lever products and company also uses spot broadcasting for special campaigns. Since last fall Lever Bros. has presented a weekly television program on WABD, Du Mont video station in New York, experimenting with the presentation of sight-and-sound commercials for Rinso, Spry and Lifebuoy.

Pepsodent Co., currently has *Charlotte Greenwood* on NBC, Tues., 10-10:30 p.m. as a summer replacement for Bob Hope, regular star of the Pepsodent program.

Kommando Knode

COMMANDO tactics will win the war—at least according to John F. Ryan, manager of the NBC central division press department. Mr. Ryan incurred a fractured left clavicle and a cracked rib in a commando bout demonstration by Capt. Thomas E. Knode (AUS Ret.) manager of NBC Washington press department at the former's home June 22. Capt. Knode, in Chicago to assist with the network's coverage of the GOP Convention, is a veteran of the famed Company E's march over New Guinea's Owen Stanley Mountains in 1942. He was returned and holds the Distinguished Service Cross and Purple Heart.

20th Century Spots

20TH CENTURY-Fox Film Corp., New York, has appointed M. H. Hackett Co., New York, to handle a spot campaign, starting July 5, for a new film entitled "Wilson." More than 800 transcribed one-minute and 30-second chain break announcements will be used weekly in the New York area on 11 stations—WHN WINS WLIB WMCA WNEW WBYN WPAT WQXR WEVD WHOM WFAS WOV. Company has signed a 52 week contract for a weekly five-minute news program on WEAF New York, through Kayton-Spiero Co., New York, which continues to place advertising for the company.

Seen in Indianapolis

TELEVISION of motion pictures of the GOP Convention sent through the facilities of WNBT New York, were received in Indianapolis, according to NBC's television department. J. D. Smith, chief engineer of Indianapolis Television Lab. wired NBC at 8:45 p.m. that he was receiving the WNBT signal with clarity.

Radio Journalism Council Is Planned

Project Discussed at Meeting Of NAB and Educators

COUNCIL on Radio Journalism is being considered by the industry and education associations, according to the NAB. Contemplated Council would be a permanent unit to formulate standards and establish radio journalism courses in schools and colleges.

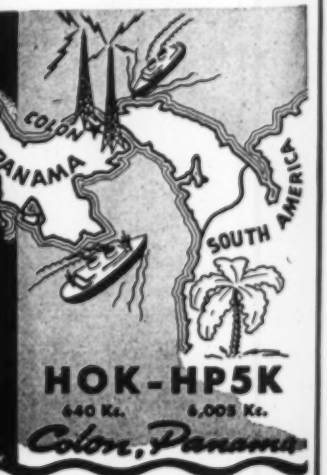
The idea for such a group was the outgrowth of a meeting of the NAB radio news sub-committee and the radio committee of the American Assn. of Schools and Departments of Journalism and the National Assn. of State Universities in Chicago last week.

Members of the Council, to be named in August, are planned to include NAB representatives, radio divisions of the press associations, school and college associations, the president of AASDJ, the Federal Radio Committee and the Assn. for Education by Radio.

Attending the Chicago meeting were: Fred Seibert, president of AASDJ and director of the school of journalism, U. of Illinois; Karl Koerper, general manager, KMBC Kansas City, chairman of the NAB radio news committee; Walt Dennis, special events and public relations director, WHN New York, acting secretary, NAB news committee; Paul H. Wagner, dept. of journalism, Indiana U.; Wilbur Schramm, director, school of journalism, U. of Iowa; Richard W. Beckman, dept. of technical journalism, Iowa State College; Mitchell V. Charnly, professor of journalism, U. of Minnesota; Frank E. Schooley, executive secretary, National Assn. of Educational Broadcasters, and program director of WILL, U. of Illinois.

WABD Appoints Collins

TED COLLINS, manager of Kate Smith, heard on CBS for General Foods, and producer of her programs for the past 13 years, has been appointed program consultant of WABD New York, the Allen B. DuMont Labs. television station.

TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?
1 HOK 2 HOK 3 HOK
Rep. Welcher Guzman Co. Inc.
Rockefeller Plaza, New York City


HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

LIBERATION

It is our obligation to back the liberation forces by investing in War Bonds to the extent of our ability.

INTERNATIONAL BUSINESS MACHINES CORPORATION

The All Star BUY in Baltimore

WCAO

THE VOICE OF BALTIMORE

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and . . Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

GOP Pledges 'Free Radio'

(*Continued from page 11*)

the new nominee during his two gubernatorial campaigns in New York and was on his pre-convention staff in the 1940 campaign. Mr. Turnbull was in Chicago last week —before the Dewey nomination was formalized—and made the radio arrangements for his acceptance speech Wednesday night.

Dewey's Voice Improves

It is expected Wells (Ted) Church, radio director of the Republican National Committee during the pre-Convention period, will be asked to remain on the committee under its new chairmanship. Mr. Church would direct the national campaigning via radio, including the Congressional and gubernatorial elections, while Mr. Turnbull would direct the radio activities for the presidential candidate. Mr. Dewey's radio voice, in the judgment of speech experts, has improved immeasurably in the last four years. He has been coached by Lowell Thomas, veteran news commentator.

Four years ago, free radio planks were adopted by the major parties for the first time in political convention history. At the Republican Convention in Philadelphia on June 19, 1940, the plank adopted stated: "The principles of a free press and free speech as established by the Constitution, should apply to radio. Federal regulation of radio is necessary in view of the natural limitations of wavelengths, but this gives no excuse for censorship. We oppose the use of licenses to establish arbitrary control. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown".

At the Democratic Convention in Chicago the week of July 15, 1940, a behind-the-scenes battle for adoption of a "free radio" plank was waged. Sen. Wheeler then was responsible for the outcome. Sen Wagner of New York, Administration wheelhorse, vigorously opposed the plank. Sen. Wheeler had proposed five-year licenses for stations, a declaration against program censorship and other assurances against undue governmental interference. The convention, however, stripped the resolution to one placing radio on a parity with the press.

It provided, "Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States. We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

Gov. Dewey is committed to the Republican platform in its entirety. Before the platform was adopted last Tuesday, it had been read to him in Albany by long distance. The conclusion of the platform specified that the acceptance of the nominations made by the Convention, carried with it, "as a matter of private honor and public faith, an undertaking by each candidate to be true to the principles and program herein set forth."

WHO SCOOPED WHOM was the question. Ann Gillis, assistant to William F. Brooks, director of news and special events of NBC, though she had cornered Gov. Warren after his keynote address Monday night until Bill Slocum Jr., CBS special events chief, hove on the scene at Chicago stadium. Miss Gillis is Mrs. Bill Slocum Jr.

Seek New FM CPs

RESPECTIVE licensees of WBIG Greensboro, N. C., KTRH Houston, Tex., and WFCI Pawtucket, R. I., last week filed with the FCC applications for new FM stations. Facilities asked, and estimated costs, are in Actions of the FCC on page 76. WBNS Columbus, Ohio, is applicant for five new portable relay units for use with its new FM station, WELD. The relays are to be used in covering special remote programs and features, it was reported.

in the DETROIT AREA

—this live-wire station's 5,000 watts at 800 kc. gives you the largest concentrated coverage of this great market at lowest dollar cost. True, our schedules are jammed these days, but we do occasionally find ways to serve new advertisers. Our story may throw new light on your post-war sales picture in this region. We'd like the chance to tell it.

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

FIRST IN ALASKA

790 KC KFQD 1000
ALASKA BROADCASTING CO.
Nat. Rep.: Pan American Broadcasting Corp.
342 Madison Ave., N. Y. C.

SHIFTING FROM WAR FRONT to the political front, this staff of CBS news and special events men and women, under the direction of Paul W. White, director of broadcasts, covered the Chicago GOP convention. In delegation were (l to r): Bill Slocum Jr., assistant director of broadcasts; Bill Henry, Washington; Bob Wood, WTOP; Margaret Miller; John Daly, reporter; Mr. White; Bob Trout, chief announcer; Jack Burnett, special events; Quincy Howe, analyst; Hildegarde Gauss, assistant to Mr. White; Ruth Ashton, rewrite. Others on the CBS staff at the convention included Arthur Perles, press information; Richard Fernald, press information; Jack Burnett, special events; Shep Chartoc, special events; Al Bryant, office manager; Henry Grossman, chief engineer; James Beloungy, engineer; Earl James, engineer; John W. Whitman, engineer; Roscoe Padulo, photographer; Ethel Kirsner, secretary to Mr. Perles; Helen Sioussat, director of convention talks; John Harrington, reporter; Arthur Casey, program director, KMOX; Francis Douglas, news editor, KMOX; W. R. Wills, analyst, KMOX; Katherine Darst, reporter, KMOX; Wallace Sterling, analyst, WCCO; A. E. Joscelyn, manager, WCCO; James Cruisenberry, news editor, WBBM; Alvin Steinkopf, WBBM; Robeter Hurleigh, WBBM; Earl Gammons, WTOP.

NBC DEWEY SCOOP

GOP Nominee Heard In Cleveland En Route

THROUGH NBC the American people last Thursday first heard the voice of the Republican nominee for President, speaking from the home State of Gov. John W. Bricker, vice-presidential nominee. When the plane bearing Gov. Thomas E. Dewey of New York to the Chicago GOP Convention stopped in Cleveland, NBC reporter Elmer Peterson, also on the airliner, briefly interviewed the nominee going on the air at 6:16 p.m. EWT through the mobile unit of WTAM Cleveland.

William F. Brooks, NBC director of news and special events, supervising the network's operations from Chicago, learned that Gov. Dewey would fly to the Convention. He rushed Mr. Peterson from New York to Albany to accompany the Republican nominee. On the Convention scene Mr. Brooks reshuffled his staff, sending William R. McAndrew, Washington news chief, to the airport with the WMAQ mobile transmitter, in case the Cleveland pickup failed. In his Cleveland broadcast Gov. Dewey paid tribute to Gov. Bricker for his service to the Republican Party and expressed pleasure at speaking from his running mate's home State.

LARRY PAYNE, free-lancer, has joined Stanley Boynton Co., Detroit, as program director and assistant to Stanley Boynton.

WBS Names Three

GEORGE DEPUE Jr. has been named sales manager of the commercial department of World Broadcasting system, with headquarters in New York. For two years Mr. DePue has been an account executive with Headley-Reed Co., station representatives and prior to that was commercial manager of WSAN Allentown, Pa. Edward Rogers, honorably discharged from the armed services and former contact man for Les Brown's orchestra and Dwane Stewart, formerly with the International Division of NBC, are two other additions to the WBS staff.

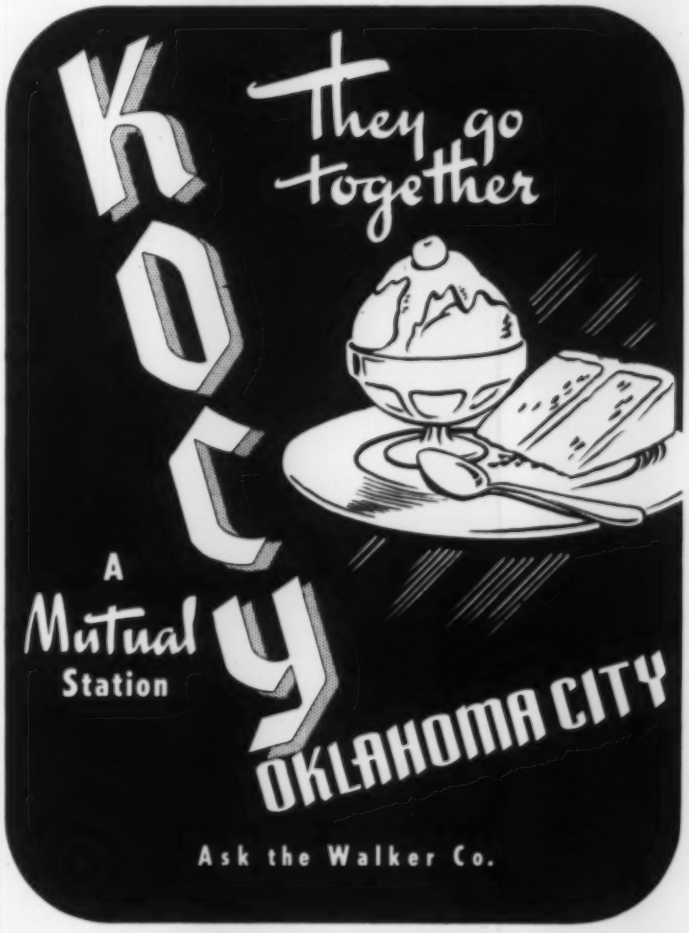
Mr. DePue

Petrillo Signs Ozarko

OZARKO ENTERPRIZES, Springfield, Mo., has signed a contract with James C. Petrillo to become a transcription company.

Wrigley Adds Seven

WM. WRIGLEY Jr. Co., Chicago (gum) has added seven stations to its original spot announcement campaign. Beginning June 30, WOSH WEMP WIBA WHBL WHAM WSAU and WKBH will be included. Contract is for five weeks and agency is Ruthrauff & Ryan, Chicago.



They choose to lead the parade of Denver-Market-advertisers by carrying the KOA Flag.

In marching up the road to Successful Sales Results, with Smart Time Buyers, here's the tune we've been beating out on our fife and drums:

Dealer Preference (68.8%)*
Listener Loyalty (69%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC America's No. 1 Network

★ A Preferred Market
April SALES MANAGEMENT
WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

FIRST

with NATIONAL SPOT and LOCAL TIME BUYERS

Not just this year— But, every year, Continuously

WRC

Represented by NBC Spot Sales

Washington

Crosley Promotes

(*Continued from Page 14*)

the specialty sales car card division.

Attending the sales conference (June 30-July 3) from the New York office were: Warren Jennings, Mr. Park, Bernard Musnik, George Comtois and Evelyn Porter. Chicago office was represented by George Clark, Charles Kennedy, William P. Robinson and Virginia Jackson.

Petition for transfer of WSAI to Marshall Field, Chicago merchant and publisher, is expected to be filed this week with the FCC. In the meantime the Commission last week extended the WLW license to Aug. 31 to permit completion of negotiations under its duopoly regulation.

Sold to Philip Morris

PHILIP MORRIS & Co., New York, has acquired the properties of Axton-Fisher Tobacco Co., Louisville, which recently liquidated its assets. As of last week there were no new plans for agency or radio advertising for the A-F cigarette brands: Fleetwood and Twenty Grand, which have been handled by McCann-Erickson, New York. All-American and Spud, by Hill Blackett & Co., Chicago. Advertising for Philip Morris cigarettes, which includes *Crime Doctor* and *It Pays to Be Ignorant* on CBS and *Johnny Presents Ginny Simms* on NBC, is handled by Biow Co., New York.

BOOTS AIRCRAFT NUT Corp., New Canaan, Conn., will bring *Wide Horizons* which it sponsored up until this spring on Mutual, back to the air this fall. Agency is Cecil & Presbrey, New York.

Avery-Larmon Meeting

GENERALLY favorable reaction was received from NAB membership last week following publication of the open letter sent to Young & Rubicam by Lew Avery, NAB Director of Broadcast Advertising [BROADCASTING, June 26]. In his letter Mr. Avery suggested that Y&R use its entire Army advertising budget for WAC recruiting in the broadcast medium. It was learned at the NAB that Mr. Avery is to meet next week with Sigurd S. Larmon, Y&R president, to whom the letter was addressed.

DANNY KAYE EYED FOR PABST SERIES

ALTHOUGH denied by Paul Warwick, president of Warwick & Legler, New York agency servicing the account, Pabst Sales Co., Chicago (beer) reportedly has signed Danny Kaye, film and stage comedian, to replace Groucho Marx as star of the weekly half-hour *Blue Ribbon Town* on 113 CBS stations, Saturday, 8-8:30 p.m. (EWT), starting in January.

Fetzer Gets Local CP

CONSTRUCTION permit for a new standard local station in Grand Rapids, Mich., was granted by the Commission last week to John E. Fetzer, owner of WKZO Kalamazoo, and Assistant Director of Censorship for Radio, and his wife, Rhea Y. Fetzer, doing business as the Fetzer Broadcasting Co. The new outlet will operate unlimited time on 1230 kc with power of 250 w.

KDAL Duluth, Minn., has been notified by the musicians' union local of an increase in rate and demand for an employment contract for men now on a temporary job basis, it was announced last week by Dalton LeMasurier, general manager.

Television Staging Described to REC

THE production of a studio television program, from the original script to the actual telecasting, was described by Thomas H. Hutchinson, formerly in charge of all NBC video programs and now production manager of RKO Television Corp., last Thursday at the seventh session of the weekly television seminar conducted by the Radio Executives Club.

Mr. Hutchinson's talk was preceded by a GE sound film, "Sight-seeing at Home," illustrating the production and broadcasting of a television program. The session concluded with another film, of the Wednesday afternoon and evening sessions of the Republican Convention, which had been flown from Chicago and telecast over WNBT earlier in the evening.

White House Requests Batteries For Farm Sets

THE Whitte House has taken cognizance of the fact that farmers will need to replenish their stock of feeble batteries in order to listen to campaign speeches. Word has been passed along to the WPB's Office of Consumer Requirements, Batteries Section, to provide batteries in a hurry for rural listeners.

The Battery Section stated there was just a 50-50 chance batteries would be available for non-electric sets, due to the expanded requirements of the Signal Corps which produced so much material for which batteries are needed. To alleviate the civilian shortage, WPB said, the small so-called "border line" producers have been enlisted

National Radio Audit Bureau Proposed to Handle All Surveys

Fred Palmer Tells Chicago Radio Club of Two Plans to End Duplication; Would Aid Veterans

ESTABLISHMENT of an independent radio audit bureau to handle radio coverage surveys on a national basis, was proposed before the Chicago Radio Management Club last Wednesday by Fred A. Palmer, manager of WCKY Cincinnati. Mr. Palmer has been critical of radio surveys under present methods and has been a staunch advocate of a uniform method to be controlled by stations, advertisers and agencies.

Speaker at the closing session this season of the Chicago club, Mr. Palmer contended that while lack of a uniform system had not hurt radio thus far, he was convinced that after the war, when the competition for the advertisers' dollar becomes brisk, radio must put its best foot forward. Radio should act now, he urged to provide the advertiser with an audit bureau of radio which commands confidence, respect and acceptance.

Committee Named

Harlow Roberts, of Goodkind, Joice & Morgan, president of the club, announced he would appoint a committee to consider the Palmer proposals with a view to recommendations to the NAB war conference to be held in Chicago late in August, war conditions permitting. He also announced appointment of a committee on overall cooperation with the NAB convention, comprising David Dole, Henri, Hurst & McDonald Inc.; Genevieve Lemper, Foote, Cone & Belding, and Mildred Saunders, Mitchell Faust Co.

In the first of two plans, Mr. Palmer proposed that there be established an independent bureau representative of five groups—one each from the NAB, station representatives, networks, American Assn. of Advertising Agencies and Assn. of National Advertisers. This bureau would establish a standard method of measurement and the minimum number of contacts in each market. It would determine whether the coincidental telephone, door-to-door, direct mail, or a combination of them would be employed. It would establish the minimum number of contacts by which a rating is established.

Such a bureau would be authorized to employ a checking service, so that while a survey is in operation, inspections could be made. By establishing uniform methods, each market would be furnishing a survey made in the same way, based upon the minimum requirements laid down by the proposed audit bureau, and meeting all inspection requirements.

Mr. Palmer's second plan was for a bureau representative of the same five units, with the same prerequisites. But the entire setup would then be handled by Western Union, with offices in every city, town and hamlet. They have trained supervisors, he pointed out. Under this procedure anyone could obtain a standard, approved audit bureau survey on any market merely by calling Western Union, he said.

On the Beam

RADIO'S counterpart of the "show must go on" tradition was exemplified during the first day of the GOP Convention by Fulton Lewis jr., MBS commentator. Attempting to leave his cantage point on the speakers' platform, Mr. Lewis struck his head against a projecting beam. Doctors in the emergency room recommended two stitches, but Mr. Lewis, after first aid, insisted upon carrying on however.

Such a project, Mr. Palmer declared, would provide opportunity for employment in radio of disabled veterans, with the "one armed man" making door-to-door calls and the "veteran who has lost a leg" handling telephone surveys.

Estimating that from $3,000,000 to $5,000,000 now is spent annually in approximately 33 markets for radio surveys, he said that perhaps more than 100 markets could be surveyed at no additional expense.

Mr. Palmer prefaced his talk with the extemporaneous observation that the proposal of Linnea Nelson, J. Walter Thompson Co. timebuyer that something be done about uniform surveys, has gone unheeded. Miss Nelson had argued that "timebuying is hell" under existing conditions, and outlined her views as to what the agency wants. [BROADCASTING, May 15].

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER October 1943 thru February 1944

A 5-MONTH RECORD TO BE PROUD OF!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.7	12.6	35.5	8.7

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · National Representatives

KTFI

TWIN FALLS · IDAHO

THE BONDS THAT BIND!

Aside from being located in the No. 1 Farm Market, how did KMA get to be the *No. 1 Farm Station?* The photo below shows part of the reason.

Earl May presents War bonds to Iowa's smartest rural graduates.

Five years ago, KMA started a rural school graduation program. With the Governor, the State Superintendent, and talented students, all Iowa country schools now had impressive graduation exercises. The idea grew until, this year, KMA produced a series of monthly programs for ten Iowa stations! That's why the State stepped in and conducted special exams to find the three smartest graduates (shown above with Earl May).

Is it any wonder then why this whole thing produced good-will for KMA in the No. 1 Farm Market? Is it any wonder why KMA pulls twice as much mail as any other station in this area? That's why you'd better write us—or ask Free & Peters—about your KMA schedule, *now!*

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA

FREE & PETERS, INC. Exclusive National Representatives

Miss C. E. Bonneson
Sherman & Marquette, Inc.
Chicago, Ill.

Dear Carolyn:

You know, Carolyn, you just can't blame these people connected with the W. Va. Network for going around with their heads up in the air. After all, we are the first independent network to have an accredited war correspondent going overseas. Everyone here feels mighty proud to know that our managing director, Howard L. Chernoff, will soon be shoving off for England. And believe you me, when he starts contacting those W. Va. boys over there and sending his material back here . . . . that's going to really increase the bond between this network and its listeners. But tomorrow's a holiday, so more about this later. Regards,

Yours,
Algy

The W. Va. Network

WCHS Charleston
WSAZ Huntington
WPAR Parkersburg
WBLK Clarksburg

NBC's MICROPHONE reporters in Chicago for the GOP convention. Front (l to r), Kenneth Banghart, Ben Grauer, Charles Lyon. Back row, Ben Gross, *New York Daily News;* H. V. Kaltenborn; Morgan Beatty; Richard Harkness, and Cliff Utley. Absent when this picture was made: William F. Brooks, director of news and special events, and Mary Margaret McBride. Other NBC representatives at GOP convention: Niles Trammell, president; Frank Mullen, vice-president and general manager; Sidney N. Strotz, Pacific Coast vice-president; Frank M. Russell, Washington vice-president; Harry Kopf, Chicago vice-president; C. L. Menser, vice-president for programs; Albert E. Dale, director of information; Irene Kuhn, assistant director of information; Carleton Smith, manager WRC; William Ray, Chicago news editor; William McAndrew, WRC news editor; Ann Gillis, assistant to Mr. Brooks; Sydney Eiges, assistant manager press department; Tom Knode, WRC press; E. L. Bragdon, trade news editor; Harry A. Woodman, traffic manager, John Hilton, assistant traffic manager; Sidney Desfor, chief photographer; George McElrath, operating engineer, and this battery of network staff engineers: Gerald Hastings, Arthur Poppele, Al Scarlett, Frank Schnepper, and Al Weis.

NO 'GHOSTS'

Radio, P. A. Lines Guarded Against Sabotage

UNBEKNOWNST to the thousands of delegates, spectators and even many radio and newsmen covering the GOP convention in Chicago were the precautions taken to avoid sabotage of public address system and radio lines. Each morning before the sessions and each evening following adjournment expert radio technicians examined microphones, lines and all wiring to make sure there would be no recurrence of the "ghost" incident at the Republican convention in Philadelphia four years before.

On that occasion, Wisconsin's delegation was called upon to vote on one of the ballots and apparently wasn't ready. The microphone, however, clearly picked up the exclamation of a delegate: "No, to hell with it." That happened three times. It went out over all networks.

The only untoward incident during the session last week developed when former President Herbert Hoover addressed the Convention Tuesday night. The p.a. system went out for about half an hour, but the radio pickups were not disturbed.

Radio's GOP Coverage

(*Continued from page 12*)

Brooks, Washington Scripps-Howard correspondent, was guest observer on the WLW *World Front* on June 25.

In New York WHN provided its listeners with a daily summary of Convention highlights (6:45-7 p.m.) from the *New York Journal-American* city room, where one of the newspaper's editors broadcast. Station also cut in from time to time with bulletins, as received from the *Journal-American.*

Every newscast over WJR Detroit included a direct pickup from Chicago, where the station's news editor, George Cushing, provided special coverage. Interviews with delegates and the candidates also were broadcast by WJR direct from Chicago. The Detroit station opened its Convention coverage at 12:30 p.m. June 25 with a half-hour show, *In Our Opinion,* featuring Mr. Cushing as moderator; Upton Close, NBC and Mutual commentator; Bill Henry, CBS Washington newscaster; Patricia Lockridge, Washington editor of *Woman's Home Companion;* Radford Mobley, *Detroit Free Press* Washington correspondent, and Julian Bentley, WLS Chicago news chief. Program also was fed to WGAR Cleveland, WJR's sister station. The Richards-Fitzpatrick stations staff included, besides Mr. Cushing, Larry Payne, producer, and Clarence Jones, engineer.

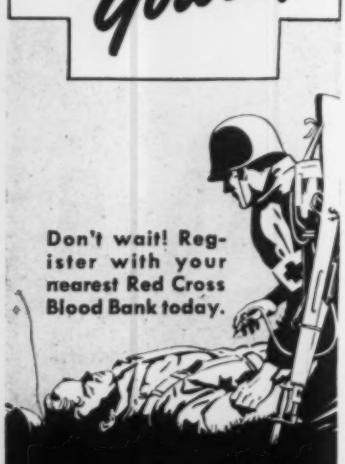
WITH Baltimore claimed two news beats from the Convention. Ian Ross MacFarlane, station's news analyst, world traveler and war correspondent, at 3.59 p.m. last Monday gave WITH listeners an exclusive statement by Sheridan F. Smith, Baltimore, delegate from Maryland, advocating that the Republican nominee, "when elected President . . . select a committee to sit at the peace table and appoint Franklin D. Roosevelt as chairman". At 8:46 p.m. Monday Mr. MacFarlane interviewed Mr. Smith, who elaborated on his plan. The Baltimore newspapers picked up the story, crediting WITH with its source.

Mr. MacFarlane scored another beat at 6 p.m. Monday, when he announced to WITH listeners in a special newscast, that plans were under way to have Gov. Dewey fly to the convention on Wednesday, after his nomination. Mr. MacFarlane did four scheduled broadcasts daily (11:30 a.m., 3:30, 8:30, 10:45 p.m.) in addition to several other special spots. Although without network service, WITH piped in the general sessions carried by the major networks. Thomas Tinsley, WITH president, said the GOP Convention coverage is but a portion of on-the-spot reporting to be done by his station.

Special features were broadcast by direct wire over KSD St. Louis, by a staff of 12, including correspondents and staff members of the *St. Louis Post-Dispatch.* Included

OUR BOYS NEED BLOOD PLASMA

Give Yours!



Don't wait! Register with your nearest Red Cross Blood Bank today.

Hotel Mayfair
SAINT LOUIS
AIR-CONDITIONED NOISEPROOFED

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

IN BETWEEN SESSIONS, G. W. (Johnny) Johnstone Blue director of news and special features, outlines Republican convention coverage plans to his stable of analysts, commentators and reporters. Front row (l to r) H. R. Baukhage; Gene Rouse, director of news, central division; Mr. Johnstone; Bryson Rash, director of special events, Washington; Earl Godwin, Back row, Kenneth Berkeley, Washington Blue director and general manager, WMAL; Leon Henderson, former OPA director; Ray Henle; Harry Wismer; Don Dowd; Pauline Frederick; William Hillman, Patricia Dougherty, Martin Agronsky. Missing from picture but covering for Blue also were Mark Sullivan, Henry J. Taylor and Drew Pearson.

on the KSD staff were Ralph Coghlan, editor of the *Post-Dispatch* editorial page; Charles G. Ross, contributing editor; Mrs. Jean Lightfoot Coghlan, editorial department; Raymond P. Brandt, chief Washington correspondent for the newspaper; Boyd F. Carroll of the *Post-Dispatch* Jefferson, Mo., bureau, and Dr. Roland G. Usher, chairman of the History Dept., Washington UU., St. Louis, KSD commentator.

Expenses Reach Million

KMOX St. Louis was represented by Arthur J. Casey, public relations director; Francis P. Douglas, news editor; W. R. Wills and Katherine Darst, commentators, and Gordon Sherman, engineer. KMOX also carried several special programs from the Convention, in addition to CBS coverage.

While there were no accurate figures on costs of Convention coverage by radio, it was estimated that approximately $1,000,000 was involved in expense, covered by cancellation of network and station commercials, payments to contracted artists and additional staff costs. In 1940 the estimate was approximately $500,000 for the Republican Convention—half borne by independent stations and the balance by the networks.

In 1940 there were 170 radio representatives at each of the conventions—as against some 325 at the 1944 GOP conclave. Virtually the same staffs will cover the Democratic sessions.

At the closing session Wednesday, a formal resolution was adopted by the Convention thanking stations and networks and the television stations for their efficient coverage of the convention.

DA Dewey

JUST one of those coincidences—Gov. Thomas E. Dewey of New York gave his acceptance speech for the Republican nomination on the four networks right after the broadcast of *Mr. District Attorney* on NBC. The Phillips H. Lord show, sponsored on NBC by Bristol Myers Co. since 1940, was inspired by Mr. Dewey's "gangbusting" activities as District Attorney for the State of New York.

Recorded by Wire

DELEGATES to the 1944 Republican National Convention in Chicago last week weren't aware of it, but they participated in research work on magnetic wire recorders. Five recorders, similar to the type now being used by the Army in theatres of operation, were made available to WGN Chicago and MBS by General Electric Co., Schenectady, N. Y., to record every official proceeding. Findings will help to determine the recorder's adaptability for standard broadcasting. The device was perfected by Marvin Camras, physicist on the staff of the Armour Research Foundation.

Hearing Date Set For Rail Radio

September 13 Chosen; Walker Case, Jett to Preside

SEPTEMBER 13 is the date set by the FCC last week for opening of hearings and investigation of radio communications for railroad operations in the U. S., and with a committee appointed to preside composed of Commissioners Walker (chairman), Case and Jett.

These preliminary hearings will serve to develop information which will serve to aid and guide all parties in carrying out their further programs on the use of radio on railroads, the FCC explained, adding that no immediate determination of policy is contemplated. The Commission expects to keep the hearing open long enough to facilitate completion of all necessary experimentation and the relevant data, with further hearings and time to be granted should the need arise.

A total of 30 applications for railroad radio facilities have been filed since May 1, with certain of these already authorized. It is reported that interest also is being shown in carrier-current systems as well as the broadcasting phase.

Witnesses from such organizations as the Assn. of American Railroads, Aeronautical Radio Inc., Civil Aeronautics Administration, Radio Technical Planning Board, War Dept., and others, will offer testimony at the proceedings.

Federal's V-Ps

H. C. ROEMER, controller of the Federal Telephone & Radio Corp., Newark, last week was elected vice-president in charge of operations. R. H. Workman, formerly assistant controller, succeeded Mr. Roemer as controller. Others elected to the vice-presidency include J. S. Jammer, commercial director; T. M. Douglas, radio division manager; R. E. Smith, wire transmission division manager, and E. N. Wendell, radio equipment division manager.

WCBM

A QUALITY STATION *with* MASS APPEAL *in a* RICH MARKET

WCBM BALTIMORE

The BLUE Network Station

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.
Exclusive National Representatives

Buy War Bonds

Lehigh Structural Steel Co., manufacturers of Lehigh vertical radiators, is now producing for Victory. After Victory, for FM, AM and Television. . . .

BUY LEHIGH

•

Radio Division

LEHIGH

STRUCTURAL STEEL COMPANY

17 BATTERY PL., NEW YORK 4, N. Y.

Plant at Allentown, Penn.
Offices in Principal Cities

Hooper proves It's a Bull's-eye!

A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night

1000 **WJHL** 910

Watts Johnson City K.C.

Tennessee

REPRESENTED BY HOWARD WILSON CO.

NBC

Station For

WINSTON-SALEM

GREENSBORO

& HIGH POINT

★

5000 WATTS

600 KC.

WSJS

Representatives

HEADLEY - REED CO.

"THE WORLD'S BEST COVERAGE

U.P.

OF THE WORLD'S BIGGEST NEWS"

WRGA

MUTUAL

Rome

GEORGIA

CORPS OF COMMENTATORS and special events men covering the Republican Convention at the Chicago Stadium for Mutual Network were (l to r), Jack Brickhouse, WGN commentator; Dale O'Brien, WGN special events; Walter Compton, Mutual commentator; Carroll Marts, Mutual special events; John Whitmore, Mutual news director; Fulton Lewis jr., Mutual commentator; Tom Slater, Mutual director of special events; Adolph Opfinger, program director of Mutual, holding the wire recorder used to record Convention sessions; Leo Cherne, Mrs. Raymond Clapper, Mutual commentators; Frank P. Schreiber, manager of WGN; Upton Close, Mutual commentator; Alexander Griffin, Mutual commentator; Madeline Ensign, Mutual's Washington staff; and Fred Morrison, assistant to Fulton Lewis, jr. Not included in the picture are: Lewis Allen Weiss, executive vice-president and Don Lee head; Lester Gottlieb, publicity; Carl Haverlin, station relations director; Cecil Brown, Mutual commentator; Ray Dady, Mutual Commentator and manager, KWK St. Louis; Arthur Evans, political writer and special commentator for WGN; Arthur Sears Henning, head of the *Chicago Tribune* Washington Bureau and special commentator for WGN; John Holbrook, WGN commentator; and Marcia Winn, reporting on the women's angle for WGN.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ALUMINUM Co. of America (institutional), in fall starts undetermined program on full Blue network, Sun., 3:30 p.m. Agency: Fuller & Smith & Ross, N. Y.

STANDARD OIL Co., San Francisco, for third consecutive year and starting on July 16 will originate its *Standard Symphony Hour* for eight weeks from Hollywood (Cal.) Bowl, on NBC Pacific stations, Sunday, 8:30-9:30 p.m. (PWT). Agency: BBDO, San Francisco.

VICK CHEMICAL Co., New York (product undetermined), on July 2 for 52 weeks started program tentatively named *Dangerously Yours* on 122 CBS stations, Sun., 2-2:30 p.m. Agency: Morse International, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Supersuds), on July 21 starts *Blondie* on 180 Blue stations, Fri., 7-7:30 p.m. (EWT) with rebroadcast at 7:30 p.m. (PWT). Agency: William Esty & Co., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on July 26 starts *Scramby Amby* on over 170 Blue stations, Wed., 7-7:30 p.m. (repeat 10:30 p.m.), having discontinued program on 7 NBC Pacific Coast stations, Wed., 9:30-10 p.m. July 19. Agency: Franklin Bruck Adv., N.Y.

DENALAN Co., San Francisco (Denalan, dental plate cleanser), on June 29 for 52 weeks started Clinton (Buddy) Twiss on 15 Blue Pacific stations, Tues., Thurs., 1:45-1:50 p.m. (PWT). Agency: Rhodes & Davis Adv., San Francisco.

WM. WRIGLEY Jr. Co., Chicago (Spearmint gum), on June 23 started *Service to the Front* on a number of CBS stations, Friday, 8:30-8:55 p.m. (EWT), (rebroadcast for Pacific Coast 12:30-12:55 a.m. EWT).

GENERAL FOODS Corp., New York (Birds Eye Frosted Foods), on June 29 discontinues Dinah Shore program on 125 CBS stations, Thurs., 9:30-10 p.m., and on Oct. 5 resumes series on full NBC network, Thurs., 8:30-9 p.m.

PROCTER & GAMBLE Co., Cincinnati (Dreft, Crisco), on July 3 will renew its quarter-hour *Dreft Star Playhouse* Mondays through Fridays on NBC. Daytime serial currently heard 9:45-10:00 a.m. (CWT), moves to the 10:30-10:45 a.m. spot on 78 NBC stations. Contract is for 52 weeks, placed by Dancer-Fitzgerald-Sample, Chicago (Dreft), and Compton Adv., N. Y. (Crisco).

WASHINGTON Cooperative Egg & Poultry Assn., Seattle (Lynden chicken), on July 1 started for 52 weeks *Collins Calling* on 15 Blue Pacific stations, Sat., 10:15-10:30 a.m. (PWT). Agency: Pacific National Adv., Seattle.

DOMINION OF CANADA, Wartime Information Board, Ottawa (economic stabilization), on June 22 started to Sept. 14 *Variety Program* on 13 CBC French-language stations, Thurs. 8-8:30 p.m. Agency: A. McKim Ltd., Montreal.

BRITISH AMERICAN OIL Ltd., Toronto (gasoline), on July 9 to Dec. 31 started *Les Gares de la Marine* on 4 CBC French-language stations, Sun. 7:30-8 p.m. Agency: J. Walter Thompson Ltd., Toronto.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Toronto (safety razor blades), on July 11 will broadcast an *All Star Baseball Game* on 22 CBC Dominion network stations, 9 p.m. to end of game. Agency: Maxon Inc., New York.

VICK CHEMICAL Co., New York (Vora-tone, Vaporub, Vatronal), on July 12 for 52 weeks starts Dr. Wallace Sterling—News Analyst, on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KIRO KFPY) Wed., Thurs., 8:55-9 p.m. (PWT). Agency: Morse International, N. Y.

PROCTER & GAMBLE Co. (Crisco, Ivory Snow), on July 3 starts *Glamour Manor* on over 180 Blue stations Mon. thru Fri., 12-12:30 p.m. Agencies: Compton Adv., N. Y. (Crisco); and Benton & Bowles, (Ivory Snow).

DOMINION of Canada, Wartime Prices & Trade Board, Ottawa (wartime regulations), has started for one year *La Metairie Rancourt* on 14 CBC French-language stations, Mon. thru Fri. 11:15-11:30 a.m. Agency: Canadian Adv., Montreal.

Renewal Accounts

R. J. REYNOLDS Tobacco Co., Winston-Salem (Camel cigarettes, Prince Albert Smoking tobacco), on July 7 for 52 weeks renews *Moore & Durante Show* on 131 CBS stations, Fri., 10-10:30 p.m. Agency: William Esty & Co., N. Y.

LIGGETT & MYERS Tobacco Co., New York (Chesterfields), on June 27 for 52 weeks renewed John Nesbitt—*Passing Parade* on 122 CBS stations, Tues., Wed., Thurs., 7:15-7:30 P.M. (rebroadcast 11:15 p.m.). Agency: Newell-Emmett Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate tooth powder), on July 4 for 52 weeks renews Tuesday, 8:30-8:55 p.m. on 124 CBS stations (broadcast 12 midnight), featuring *Colgate Theater of Romance*. Agency: Sherman & Marquette.

BALLARD & BALLARD, Louisville (Obelisk Flour), on Aug. 2 for 52 weeks renews *Renfro Valley Folks* on 27 CBS stations, Wed. thru Sat., 8:15-8:30 a.m. and Sun., 9:15-9:45 a.m. Agency: Henry, Hurst & McDonald, Chicago.

Three Transfers Filed With FCC

THREE APPLICATIONS for transfer of control were filed with the FCC last week, two of which have been granted similar changes within the past six months.

Application of WHBU Anderson, Ind., seeks transfer from its present owners, L. M. Kennett (50.1%) and his wife (49.8%), through the sale of 999 of the 1,000 shares issued and outstanding stock for the sum of $45,000 to C. Bruce McConnell (509 sh), president and part owner of WISH Indianapolis; Robert E. Bausman (20 sh), WISH licensee business manager; and Earl H. Schmidt (470 sh), WISH minor interest holder.

KTBI Shift

Mr. Kennett relinquishes his WHBU responsibilities because of ill health, application stated. Mr. Kennett, who with his wife became majority interest holder in WHBU last January [BROADCASTING, Jan. 31], has been general manager of the station. Remaining share is held by John R. Atkinson, commercial manager.

Harold S. Woodworth, treasurer of KTBI Tacoma, Wash., who became major stockholder of that outlet several months ago [BROADCASTING, May 1], requests FCC approval for sale of 150 of his 17 shares common stock for the sum of $18,000 to H. J. Quilliam, manager of KIRO Seattle, who is to assume additional duties as manager of KTBI. Application stated that Mr. Quilliam would relinquish his minor stock holdings in KIRO.

Commission approval is also sought in an application filed last week for acquisition of control of Hildreth & Rogers, licensee of WLAW Lawrence, Mass., by the president and general manager of the company, Irving E. Rogers through the purchase of 337 shares common stock for $26,687.03 from Harold B. Merrill, the National Shawmut Bank of Boston, and himself, as executors under the will of the late Alexander H. Rogers, former president of the company which at one time published the Lawrence *Daily Eagle* and *Tribune*. Mr. I. E. Rogers now holds 1 of the 700 shares issued.

"Ever since the boss advertised for women workers over WFDF Flint, his wife has been at it."

Government Programs Seen As Part of Classroom Teaching

New FCC Form 315 To Aid Office of Education In Urging School Radio Across Nation

A FAR-REACHING program in which public schools throughout the country will use radio and transcriptions in classroom work was disclosed last week when the FCC announced adoption of a new application (Form 340) to be used in filing for construction permits for noncommercial educational stations.

Designed in cooperation with the Office of Education, the new form combines Form 309 and Form 313, which have been used. One of the major additions is Sec. 21 (b) which asks: "Is the proposed service intended to fit into a plan for statewide or regional educational service?" According to William D. Boutwell, chief of radio publications and exhibits of the Office of Education, plans are underway to link publicly-owned FM stations by State or region.

Maryland Plan

In line with Government plans for nationwide use of radio for educational purposes, the Maryland State Board of Education has adopted a resolution calling upon the State Superintendent of Schools to establish radio broadcast service throughout Maryland and to apply for six construction permits in the name of the State Board.

On file at the FCC are applications for eight noncommercial educational FM stations. Two other applications have been returned for further information. In addition, three universities also have filed for FM stations and one for a commercial television station. Pending applications for FM stations have been filed by: Atlanta Board of Education; Detroit Board of Education; San Bernardino, Cal., High School District; U. of Michigan, Ann Arbor; Bay City, Mich., School District; Indiana U., Bloomington; U. of Southern California, Los Angeles; Western Michigan College of Education, Kalamazoo.

The two applications which have been returned were filed by the Sewanhaka High School, Floral, N. Y., and the Newark, N. J. Board of Education. Cornell U., Loyola U. and St. Louis U. have filed for commercial FM licenses, and Loyola has asked for a commercial television station. Loyola operates WWL New Orleans.

In addition to FM network broadcasts to schools, the Office of Education also plans a series of transcribed dramatizations of American historical events, to be used in high schools and junior high schools. These transcriptions would be made by the Dept. of Interior, which maintains elaborate studios in Washington, and released through the Office of Education.

Availability after the war of radio, transcription and public address equipment for schools was discussed last week in Cleveland and at a two-day conference of the Office of Education, radio manufacturers and educators. Four committees were named to plan for future educational activities by radio. A committee on Securing Acceptance for Recommended Standards by Manufacturers and Educators, adopted a resolution requesting the Radio Manufacturers Assn. to name a committee to study school needs and establish standards for the manufacture of equipment. The resolution also called on the U. S. Commissioner of Education to name a committee of three to meet with the RMA group.

Committees set up at last week's conference (Monday and Tuesday), with chairmen, follow: Radio Receivers, W. B. Levenson, radio director, Cleveland Board of Education; Central Sound System and Speech Input Including Microphones and Cables, R. R. Lowdermilk, U. S. Office of Education, and C. E. Palmer, Dover, O., superintendent of schools, chairman; Recorders and Transcription Players, Max U. Bildersee, New York State Dept. of Education; Securing Acceptance for Recommended Standards by Manufacturers and Educators, Arthur Neinhuser, business manager, Cleveland Board of Education.

Representing the NAB was Arthur Stringer, promotion director.

Grant to S. A.

WILL C. GRANT, president of Grant Adv., left Chicago June 22 for Latin America where he is visiting branch offices in Havana, Rio de Janeiro, Sao Paulo, Buenoes Aires, Caracas and Mexico City. He visited the Grant office in Miami en route. David Echols, vice-president in charge of Grant's Latin American offices, was to join Mr. Grant in Rio and continue on the trip with him.

Mrs. Peacher to CBS

GWENDOLYN SHEPLEY PEACHER has been appointed CBS Pacific Coast director of education and assistant to Fox Case, West Coast public relations director of the network. In addition her duties include that of personnel manager of KNX Hollywood. She succeeds Frances Farmer Wilder who is now CBS coordinator of daytime programs and is being transferred to the network's New York headquarters in mid-July. Before joining CBS Mrs. Peacher was harbor personnel manager of the Los Angeles Housing Authority.

Stan Clifton

STAN CLIFTON, chief engineer of CFQC Saskatoon, Sak. since the station opened in 1923, died suddenly June 29. Mr. Clifton was well known in Canadian radio, having served for many years as announcer as well as engineer.

THE *Vox Pop* program, sponsored on CBS by Emerson Drug Co., Baltimore, on July 3 celebrates two anniversaries—the beginning of its tenth year as a network program and the start of a fifth year of broadcasts from war plants and service centers.

"OUR FIFTH YEAR"
for Kohlers Dry Cleaners, WFMJ
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
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WMUR, Manchester, N. H.

. . . may I compliment you again on the high quality of the selling presentations on Telescript features you are forwarding to us.

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PRESS ASSOCIATION, INC.
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Today and Tomorrow

In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its saleability!

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

REACH THE Active SALT LAKE MARKET THROUGH

KDYL

UTAH'S NBC STATION

S. S. FOX, President and General Manager

JOHN BLAIR & CO. National Representative

BACK THE 5th WAR LOAN

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 24 TO JUNE 30 INCLUSIVE

Decisions . . .

JUNE 27

Fetzer Broadcasting Co., Grand Rapids, Mich.—Granted CP for new standard station, 1230 kc, 250 w, unlimited, pursuant to Jan. 26 policy.

WHDH Boston—Granted mod. license operate with DA after sunset in Gainesville, Fla., or Cleveland, O., whichever is earlier.

KTKC Visalia, Cal.—Granted voluntary assignment of license from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Pub. Co., d/b Tulare-Kings Counties Radio Assoc., to J. E. Richmond, Homer W. Wood, Percy A. Whiteside, Morley M. Maddox and Chas. A. Whitmore, d/b Tulare-Kings Counties Radio Assoc., new organization.

WELI New Haven, Conn.—Granted transfer of control from Arde Bulova, Harold A. Lafount, Herman Strutz and F. V. Goldstein to Harry C. Wilder, Central New York Broadcasting Corp. and Troy Broadcasting Co. for sum of $185,000, plus $35,000 for all issued capital stock of the Halco Realty Co., or a total consideration of $220,000.

WKBZ Muskegon, Mich.—Designated for hearing application for CP change 1490 kc to 1230 kc.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition to reinstate application for CP 1050 kc 1 kw D only, and designated same for further hearing with new application 1050 kc 250 w unlimited, to be consolidated with hearing on application of James F. Hopkins Inc.

James F. Hopkins Inc., Ann Arbor, Mich.—Granted petition in part for reinstatement of application for CP new station, 1050 kc 250 w D only, and designated same for consolidated hearing with applications of Washtenaw Broadcasting Co.

WCSC Charleston, S. C.—Granted voluntary assignment of license from South Carolina Broadcasting Co. to John M. Rivers for consideration of monthly rental of $1200 for 12 year period, or equivalent of $14,400 per year, or $172,800 for entire period of lease.

Associated Broadcasting Corp., Grand Rapids, Mich.—Granted authority to transmit programs from Grand Rapids to CKLW Windsor, Ont.

WIRE Indianapolis—Denied petition for reconsideration of FCC action on April 25, 1944, denying WIRE petition to reinstate application for CP change frequency and increase power. Also denied petition for rehearing directed against FCC action of April 18, 1944, granting application of South Bend Broadcasting Corp., for CP new local station, 1490 kc 250 w unlimited.

WJAX Jacksonville, Fla.—Granted application for CP install 100 w auxiliary transmitter.

WREC Memphis, Tenn.—Designated for hearing application for license renewal, to determine whether or not multiple ownership rule is applicable.

WHDL Allegany, N. Y.—Granted request for waiver of Sec. 3.30 (a) of Commission's rules so as to permit identification of location of station as "Olean, N. Y." instead of "Town of Allegany, N. Y."

WAAC Ft. Meyer, Fla.—Granted authority to use call letters of WINK in place of WAAC.

WLW-WSAI Cincinnati—Extended license of WLW for 60 day period.

KLZ Denver—Granted license renewal.

KSFO San Francisco—Designated for hearing license renewal application.

KFYR Bismarck, N. D.—Granted license renewal for period ending 5-1-46.

WTAG Worcester, Mass.—Granted license renewal for main and two auxiliary transmitters for period ending 5-1-46.

WWNC Asheville, N. C.—Granted license renewal for period ending 5-1-46.

KFMB San Diego, Cal.—Same, except for period ending 2-1-45.

KFDM Beaumont, Tex.—Present license extended on temporary basis only, for period ending 8-1-44, pending determination of renewal application.

KIEV Glendale, Cal.—Same.

KMTR Los Angeles—Same.

WBT Charlotte, N. C.—Same.

WLBZ Bangor, Me.—Same.

WBKY Beattyville, Ky.—Granted CP new FM non-commercial station, 42,900 kc, 500 w, subject to Jan. 26 policy.

WMTW Mt. Washington, N. H.—Granted license renewal.

WGTR Boston—Same.

WFMM Alpine, N. J.—Granted license renewal for period ending 7-1-45.

WNYC-FM New York—Same.

WMIT Winston-Salem, N. C.—Same.

Tentative Calendar . . .

WMAM Marinette, Wis.—Mod. license 570 kc, 100 w N, 250 w D, unlimited. Participant—WNAX Yankton, S. D. (July 5).

WOV New York—Transfer control from Arde Bulova and Harry D. Henshel to Murray and Meyer Mester (July 6).

WBCA Schenectady, N. Y.—Present license extended on temporary basis only pending determination of renewal application.

WQXQ New York—Same.

JUNE 28

WJZ New York—Granted petition to intervene in hearing on application of Albuquerque Broadcasting Co. (KOB) for mod. CP 770 kc 50 kw, together with license to cover.

Columbia Broadcasting System, New York—Granted motion for extension of time to file an appearance in re application for voluntary relinquishment control of KFAB and voluntary assignment of license of WBT; extended same to July 26.

KFAB Lincoln, Neb.—Granted motion for extension of time relevent to above.

WGAR Cleveland—Granted license to cover CP authorizing change 1480 kc to 1220 kc, increase 5 kw D 1 kw N to 5 kw DN, changes in DA-N and move transmitter.

WDUL Superior, Wis.—Granted license to cover CP for new FM station, 44,500 kc.

WCAO Baltimore—Granted CP move formerly licensed main transmitter and to use as auxiliary with 1 kw, DA. (Action taken June 21, 1944.) Also granted motion to dismiss application for license to use formerly licensed main transmitter as auxiliary.

A. H. Belo Corp., Dallas, Tex.—Placed in pending file application for new FM station.

Fayette Broadcasting Corp., Uniontown, Pa.—Same.

Miami Broadcasting Co., Miami, Fla.—Same.

Northside Broadcasting Corp., Louisville, Ky.—Same.

E. F. Peffer, Stockton, Cal.—Placed in pending file application for new commercial television station.

Western Michigan College of Education, Kalamazoo, Mich. Placed in pending file application for new non-commercial educational station.

Applications . . .

JUNE 24

WSAY Rochester, N. Y.—Mod. CP authorizing change frequency, increase power, install DA and new transmitter, for extension completion date from 8-1-44 to 11-1-44.

KFEQ St. Joseph, Mo.—CP move formerly licensed exciter unit to present main transmitter location to be used as auxiliary with 250 w, DA-DN.

KSUB Cedar City, Utah—Transfer control from Leland M. Perry to Radio Service Corp. of Utah (resubmitted).

WMRN Marion, O.—Transfer control from Howard F. Guthery and Florence Guthery to R. T. Mason, through sale 101 sh (50.5%) common stock (incomplete).

JUNE 27

WGY Schenectady, N. Y.—CP make changes in transmitting equipment of auxiliary transmitter and decrease operating power of auxiliary from 50 kw to 5 kw.

WFCI Pawtucket, R. I.—CP new FM station, 45,100 kc, 3,760 sq. mi. coverage, $37,360 estimated cost.

KTBI Tacoma, Wash.—Transfer control from Harold S. Woodworth to H. J. Quilliam.

WLAW Lawrence, Mass.—Acquisition of control by Irving E. Rogers through purchase of 337 sh common stock from Irving E. Rogers, Harold B. Merrill and National Shawmut Bank of Boston, executors under will of Alexander H. Rogers.

WBIG Greensboro, N. C.—CP new FM station, 43,900 kc, 13,200 sq. mi., $75,000 estimated cost.

KTRH Houston, Tex.—CP new FM station, 47,700 kc, 14,300 sq. mi., $91,860 estimated cost.

in the CONTROL ROOM

HOWARD A. BURROUGHS, engineer with the FCC for the past three years, has joined the Automatic Electric Co., Chicago, as commercial engineer.

RALPH DENECHAUD, chief engineer of Blue Hollywood, is the father of a boy.

ROBERT WEEKS, technician of KFBK Sacramento, Cal., is the father of a boy.

MISHA PELZ, former engineer of Don Lee Broadcasting System, Hollywood, now in the Army, is the father of a boy.

RALPH RICE, chief engineer of WNBC Hartford, is the father of a girl.

JOHN HACKETT has resigned as trumpeter in the studio band at WIP Philadelphia to join the engineering staff of the station, having completed a WIP engineering course.

CLARENCE S. TAY Chicago branch manager of Crosley Corp., has been named manager of Appliance Distributors Inc., Chicago branch of Admiral Corp. Prior to joining Crosley Mr. Tay owned and managed the Tay Sales Corp., Chicago radio distributors.

RALPH ILOWITE, engineer, formerly with WNYC, New York's municipal station, more recently with WHN New York, has been appointed assistant chief engineer of WLIB Brooklyn, N. Y.

WGST Atlanta, Ga.—License to cover CP for changes in transmitting equipment and increase maximum rated carrier power output of auxiliary transmitter (incomplete).

JUNE 29

The Times-Herald, Washington, D. C.—CP new FM station, 46,300 kc, $75,000 to $100,000 estimated cost.

KELO Sioux Falls, S. D.—CP install new antenna, amended re changes in ground system.

WHBU Anderson, Ind.—Transfer control from L. M. Kennett and Cora C. Kennett to C. Bruce McConnell, Robert E. Bausman and Earl H. Schmidt.

City of San Bernardino High School District, San Bernardino, Cal.—CP new noncommercial educational station, 42,900 kc 250 w special emission, amended to specify type of transmitter.

WGRC New Albany, Ind.—CP change 1400 kc to 790 kc, increase 250 w to 1 kw, install new DA, new transmitter and move transmitter (petition to reinstate).

JUNE 30

WCOP Boston—Transfer of control from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Co.

Poughkeepsie Newspapers Inc. (WKIP), Poughkeepsie, N. Y.—CP new FM station 44,300 kc, 10,198.5 sq. mi., $46,000 estimated cost.

Gannett Publishing Co. (WGAN), Augusta, Me.—CP new FM station, 49,100 kc, 3,968 sq. mi., $31,333.23 estimated cost.

WNBF-FM, Binghampton, N. Y.—CP change 44,900 kc to 43,700 kc, change type transmitter, coverage and location.

WCLE Akron, Ohio—Mod. CP authorizing change frequency, hours operation, increase power, install DA and move, for change transmitter site and changes in DA and extension of time.

WCAR Pontiac, Mich.—Special service authorization to operate from 7 a.m. EST to local sunrise with power of 250 w for period 9-1-44 to 4-1-45.

Chattahoochee Broadcasters, Marietta, Ga.—CP new standard station, 1230 kc, 250 w, unlimited.

KWBU Corpus Christi, Tex.—License to cover CP new standard station amended to change name of applicant to The Century Broadcasting Co.

Consolidated Broadcasting Corp., Los Angeles—CP new FM station, 45,700 kc, 7,000 sq. mi.

KGEX Belmont, Cal.—License to cover CP authorizing new international broadcast station.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 KW network affiliate. Give previous experience and salary expected first letter. All replies confidential. Box 283, BROADCASTING.

MANAGER WANTED TO TAKE FULL CHARGE OF A NEWSPAPER OWNED RADIO STATION (BOTH EXCLUSIVE) IN A 400,000 MARKET. GOOD SALARY AND CONDITIONS. MUST QUALIFY. SEND PHOTOGRAPH AND REFERENCES. GIVE DRAFT STATUS AND EXPERIENCE. WRITE BOX 408, BROADCASTING.

Announcer: Good position on Virginia local network station. Must have good selling voice. Immediate opening. Send all particulars in your first letter. Congenial staff. Box 413, BROADCASTING.

Wanted—Engineer for South Florida station with first class license. Previous broadcasting experience. Top pay. Not a war-time job. Reply to Box 414, BROADCASTING.

First class engineer who is also radio repair man can make $100 per week or more. Or would consider combination engineer and announcer. Also need commercial manager for Texas station. Box 416, BROADCASTING.

Chief Engineer—Midwest network local station with plans for future. Position permanent. Airmail qualifications. Box 417, BROADCASTING.

Program Director for new 250 watt station in Southern Ohio. Man with recent experience in local station preferred. Permanent position. Office building studios. Give experience, draft status, references, salary expected, snapshot in first letter. Box 425, BROADCASTING.

Excellent positions open for first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Wanted—Operator announcer first class license. Good pay. KSUN, Lowell, Ariz.

Assistant Chief Engineer—Alert, capable, first class. Experienced in transmitter, control and construction work. Interesting local and regional network operation. State all in first reply. WLAV, Grand Rapids, Michigan.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Announcer wanted—by Southern NBC 5 KW station. A junior man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the region we serve. We'll start him at $45.00 and provide an opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

Announcer—Experienced, draft exempt, good selling voice and personality. Florida Blue Network station. Send all particulars first letter to Harry Moreland, WJHP, Jacksonville, Florida.

Wanted Chief Engineer. New RCA equipment. Good working conditions. $50 per week for 50 hours. Schedule carries 1½ hours announcing daily. Call, wire or write Duane Watts, KHAS, Hastings, Nebr.

Wanted: Announcer with some experience. Write details, salary expected first letter. Box 422, BROADCASTING.

Help Wanted (Cont'd)

WANTED—ENGINEER FOR CONTROL ROOM JOB, RECORDING, AND MAINTENANCE. WORK WITH PRODUCING SHOWS. COLLEGE GRADUATE PREFERRED. GOOD SALARY AND PLEASANT WORKING CONDITIONS. REPLY BOX 426, BROADCASTING.

Combination man wanted. Must have first class operators license, be able to do announcing, advertising copy writing and call on advertisers. Excellent salary to one who can qualify; best working conditions. Wire Geo. Kincaid, KFJI, Klamath Falls, Oregon.

Situations Wanted

Engineer—First class ticket, 4F, experienced, including chief engineer. Position must be permanent. Box 387, BROADCASTING.

Station Owners: Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason desiring change. Box 397, BROADCASTING.

Don't read another word of this if you cannot pay me a better-than-average salary. I am well-known network announcer in New York with programs running currently on several chains. My draft status is 4F. For reasons of family health, I intend to settle in the South or the West as soon as my present commercial commitments expire. With nine years of active broadcasting experience, and six in the big time, I will make you an outstanding program director. As an added attraction, and provided the salary warrants it, I guarantee a newscast that is forceful and effective—the results are registered in dollar signs. If you feel your station might profit by the addition of a man with ample network seasoning, write or wire at once, giving full details. In return, I'll give you references bearing out everything I have said. Address Box 427, BROADCASTING.

Executive Secretary—To busy, active station manager. Both business college and University graduate, 26, five years excellent experience in programming, traffic, continuity, publicity, and promotion. Box 415, BROADCASTING.

Chief Engineer—Broadcast engineer offers seventeen years well rounded experience mostly as chief engineer 5 KW regionals, also including two years FCC monitoring officer and two years senior design and project engineer in radio manufacturing industry, to a 1 to 10 KW station seeking a permanent chief engineer. Unusual experience design and construction all types AM and FM equipment, antennas, measurements, field work, recording, and supervision of personnel. Possess quantity engineering test equipment and meters. Married, age 35, draft deferred. Box 418, BROADCASTING.

Engineer—First phone, second telegraph. 16 years experience. Finest references. Desire permanent position chief engineer progressive station. Must be near law school with chance to attend. 28, draft exempt, married. Box 419, BROADCASTING.

Two Announcers—Experienced, draft deferred, pleasing voices and executive ability. Hard-working team specializing in news, sports, commercials and live talent shows. Desire station that puts production first. Box 420, BROADCASTING.

Top-notch radio man wants top-notch job—12 years experience, writing, directing, producing, promotion, public relations, announcing, editing, newscasting, special events. Recently honorably discharged from Army. Presently managing station. Desire permanent connection with network or outstanding 50 KW station. Will consider any good offer with future. Able to furnish the best of references and transcription. Box 421, BROADCASTING.

Production-Writing. Currently writing and producing top comedy show, addition to announcing. Desire larger outlet for talents. Box 423, BROADCASTING.

Situations Wanted (Cont'd)

Married. 4F, 27, seeking permanency. First telephone, second telegraph licenses. Continuity and news writing, broadcast, government experience. Dossier on request. Wynn, 224 South Fitzhugh, Dallas.

Wanted to Buy

Wanted to buy either 250, 500, or 1000 watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to purchase: Weston type 425 R.F. Ammeter 0-10 Amps. new or used. Box 381, BROADCASTING.

Will pay cash for 150 to 200 ft. tower. Also need console. Wire Box 388, BROADCASTING.

Wanted—2 RCA 70-B or Presto A-11 turntables. Write or wire price and condition to J. R. Poppele, WOR, 1440 Broadway, New York 18, N. Y.

Miscellaneous

Radio Engineer wants operating contract. Will consider purchase of part interest in small station. Box 379, BROADCASTING.

HIGHEST CASH PRICE

For
Either or Both
1 KW or 250 Watt
station now in operation
or
complete equipment for such operations. Give details of what you have to offer in replying to Box 424, BROADCASTING.

PROMOTION AND MERCHANDISING MAN WANTED

Cowles station, KRNT, will have opening mid-July for promotion and merchandising manager. Want energetic, draft free man who knows publicity, promotion and merchandising; who can write and knows rough layout and can direct an efficient established department. If interested, send complete details regarding experience, references, salary requirements to Craig Lawrence, Iowa Broadcasting Company, Des Moines, Iowa.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

SPECIAL SUMMER
6 Weeks' Day Courses
JULY 5 & AUGUST 2
8 Weeks' Evening Courses
JULY 18 & AUGUST 14

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

'Free Movie Day'

THE WAR Activities Committee of the Motion Picture Industry is seeking the cooperation of over 600 stations in publicizing "National Free Movie Day," July 6, when anyone buying or applying for a War Bond will be admitted to the thousands of movie theatres participating in the plan. Spot announcement and background material prepared by Martin Starr, of United Artists, radio director of the MPI's "Fighting Fifth" War Loan Committee, were being distributed last week-end to 660 commentators of network-affiliated stations, and to their news editors.

Seeks Symbol

TELEVISION Broadcasters Assn., in cooperation with six active television stations, is conducting a campaign to find a symbol exemplifying the spirit of television, which will be adopted as an official trade mark by TBA. Stations WRGB Schenectady, WABD New York, WPTZ Philadelphia, WBKB Chicago, W6XAO Los Angeles and W6XYZ Hollywood are asking their audiences to participate, offering $25 War Bonds for the best symbol in each region. TBA will give a $50 bond to the national winner in the contest, which started July 1 and concludes July 31.

EQUIPMENT WANTED

1 kw transmitter and all other accessories for 1 kw station. Give full details, description, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

ANNOUNCER WANTED

CBS - 5 KW - YOUNGSTOWN, O.

Seasoned, experienced, capable man for news and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

W. P. WILLIAMSON, JR., Gen. Mgr
WKBN BROADCASTING CORP.
Phone 42122

EQUIPMENT WANTED

250 watt transmitter and all other accessories for 250 watt station. Give full details, description, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

At SHAEF They Can Split Syllables

Editing of Broadcasts Polished Up; New Hand Mike

By MARY ZURHORST

JUST BACK from London where he supervised technical processing of film recordings made by network reporters accredited to the Navy for the invasion, Lt. Marvin F. Royston, USNR, told BROADCASTING last Thursday the story behind the recordings that have made radio history.

In April, Lt. Royston, former NBC and Blue engineer, left the Navy's Office of Public Relations, Radio Section, for Allied Headquarters in London. Early in 1943, under Lt. Comdr. J. Harrison Hartley, USNR, office in charge, he and Lt. Comdr. Charles E. Dillon, USNR, of the Radio Section, had made experiments with recording equipment in the Atlantic warfare against U-Boats. They decided on the film recorder in view of its performance under Naval combat conditions [BROADCASTING, Feb. 14].

PROCESSING Navy film recordings of Allied action immediately after they reach headquarters in London are Lt. Marvin F. Royston, USNR, head of Navy radio operations for the invasion, and Radio Technician 1st Class Charles Chrismon who assisted Lt. Royston at SHAEF.

Trained in Advance

The technical side of the radio coverage for D-Day and a few days following was worked out with the cooperation of the BBC and the four American networks, working a pooled arrangement [BROADCASTING, March 20]. Before arriving in London, Lt. Royston had trained the network technicians in the use of the film recorders and had also given the announcers technical instructions in case of emergency.

Each announcer had his choice of boats and by accident each of the four chose a different one; George Hicks of Blue, headquarters ship; Charles Collingwood of CBS, LST; Larry Meier of MBS, troop transport APA; George Wheeler of NBC, cruiser.

"A few days before the invasion," Lt. Royston said, "we called the correspondents and their engineers to come to SHAEF with full equipment. They went through the paces, but it was a 'dry run' and just a rehearsal. When D-Day came they were summoned in the same way, and were sealed in the ships with the troops. This time, of course, it was the real thing."

For three days and nights following the invasion the lieutenant listened to recordings. The total recording time was about 28 hours on 55 films. Of this, 3 hours and 45 minutes was fed to the American network from London.

Lt. Royston had the processing down to such a fine art that in transferring the sound from the original film to another machine he could remove even syllables that required deletion. "In one recording the censor objected to a word that was plural," he said. "The next word happened to be singular, but to make sense it had to be made plural, so we just took the 's' off the first word and stuck it on the second."

George Hicks' recording of the Junker attack on his ship [BROADCASTING, June 12], one of the outstanding recordings of the invasion, was broadcast simultaneously by the four American networks and was carried by the Canadian Broadcasting Corp., the BBC North American Service and, most unusual under the circumstances, by the BBC Home Service.

"That recording came in at 4 a.m. when we were getting ready to go home," Lt. Royston recalled. "The jeep motor was going, just about to drive us off, when we decided to listen, as it was marked 'A', meaning good quality. It was so good we processed it immediately, and called in the censors to listen just after we heard it."

The record had to pass U. S. Navy, U. S. Army and Royal Navy censors before being broadcast. The correspondents sent the film back by dispatch boat to the southern coast of England where it was either flown or speeded by motorcycle courier, along with official dispatches and newspaper correspondents' stories directly to SHAEF.

"George Hicks had a lucky break dispatching his film. As soon as he finished recording, his ship ran up a white flag and the dispatch boat pulled alongside, took the film and ran it back to England."

Rocket Base Raid

Each team had two machines, and Lt. Royston had eight at headquarters to be used for dubbing, reviewing, censorship, etc. One machine was used for each of the three broadcast channels out of London, broadcasting direct from the film recorder.

Lt. Royston ended his three-month tour of duty with SHAEF by accompanying an Allied raid on rocket ship installations in the Pas de Calais area, which he recorded and sent back to this country to be broadcast on CBS and Blue within 24 hours of the attack.

On Monday, June 19, Lt. Royston and Edward R. Murrow, European director of CBS, climbed into a B-26 Marauder accompanied by the plane's crew, a full load of bombs and an additional 350 lbs. of sound equipment. Mr. Murrow was to do the description, with Lt. Royston at the controls.

"We used up the full length of the runway," he said, "but with all that extra load we finally managed to get into the air. Everybody was on edge because we were to fly directly into a very heavy flak area, according to our briefing, and just the day before we had seen planes come in pretty well shot up from raids over the same spot.

Developing New Mike

"Our plane was second in formation so we could see the bombing of the lead plane as well as our own. As soon as we were over the target—a 70- or 80-foot platform like a ski jump, leading from an old farm house—the bombardier dropped his bombs and left the bomb bay doors open so Murrow could see what was happening and describe it."

The rush of air was terrific, he said, adding to the other background noises. There was no flak, however. There were evidences of hits on the target, but as Lt. Royston and the recording both reached this country before the pictures of the raid were developed, he does not know the results.

A special hand microphone is being developed, according to the Navy, which will eliminate background noises encountered in combat. It will be used soon in battle recordings.

Drawn for BROADCASTING *by Sid Hix*

"Today's Recipe Will Be An Omlet—Not Shirred Eggs, As Originally Announced!"

KTKC Change Granted

KTKC Visalia, Cal., last week was granted consent by the FCC for voluntary assignment of license from J. E. Richmond, Percy M. Whiteside, Homer W. Wood and the Visalia Publishing Co. doing business as Tulare-Kings Counties Radio Associates, to the same individuals and Morley M. Maddox and Charles A. Whitmore, who replace the Visalia Publishing interest. Operation continues under the same name. Messrs. Maddox and Whitmore, owners of Visalia Publishing, have been identified with the KTKC licensee through the interest of their company, which is voluntarily dissolving and liquidating. Visalia Publishing Co. has been publishing the Visalia *Times-Delta*.

Blue Adds Two

BLUE NETWORK, effective July 1, added two full-time Georgia affiliates, as members of the South Central Group, and available only as a package with WDAK Columbus, Ga. The two new stations are WRLD West Point, owned by Valley Broadcasting Co., and operated with 250 w on 1490 kc, and WGAA Cedartown, owned by Northwest Georgia Broadcasting Co., operating with 250 w on 1340 kc. The new additions bring the network total to 194 affiliates.

MAINEVILLE, OHIO . . . *"Of Such Is The Kingdom"*

Behold the portrait of a people's soul . . .
The lens has captured it,
Diffused and ill-defined,
In the soft sunshine of a Sunday morning.

Its substance is simplicity:
Just children and a church;
For children give the soul its life . . .
Church gives it residence.

Around these two, a town is built—
Some homes, a school, some stores and farms.
Into the soul are fused
Traditions of dim yesterdays
Remembered only in the graven granite
In the graveyard,
The bright hopes of unborn tomorrows,
And the living, freedom-loving spirit of today.

That's all there is to Maineville;
No gleaming crucibles of steel
Pouring their wealth into busy marts;
No mines burrowing into earth's riches;
No humming factories, no spinning turbines.
Just folks—just children and a church,
And the simple life of a quiet town,
Attuned to the proud beat of a nation's heart.

Quite unimportant . . . yes—that is,
To all except the few
To whom this place is home—
And to us, whom they have made to feel at home.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION